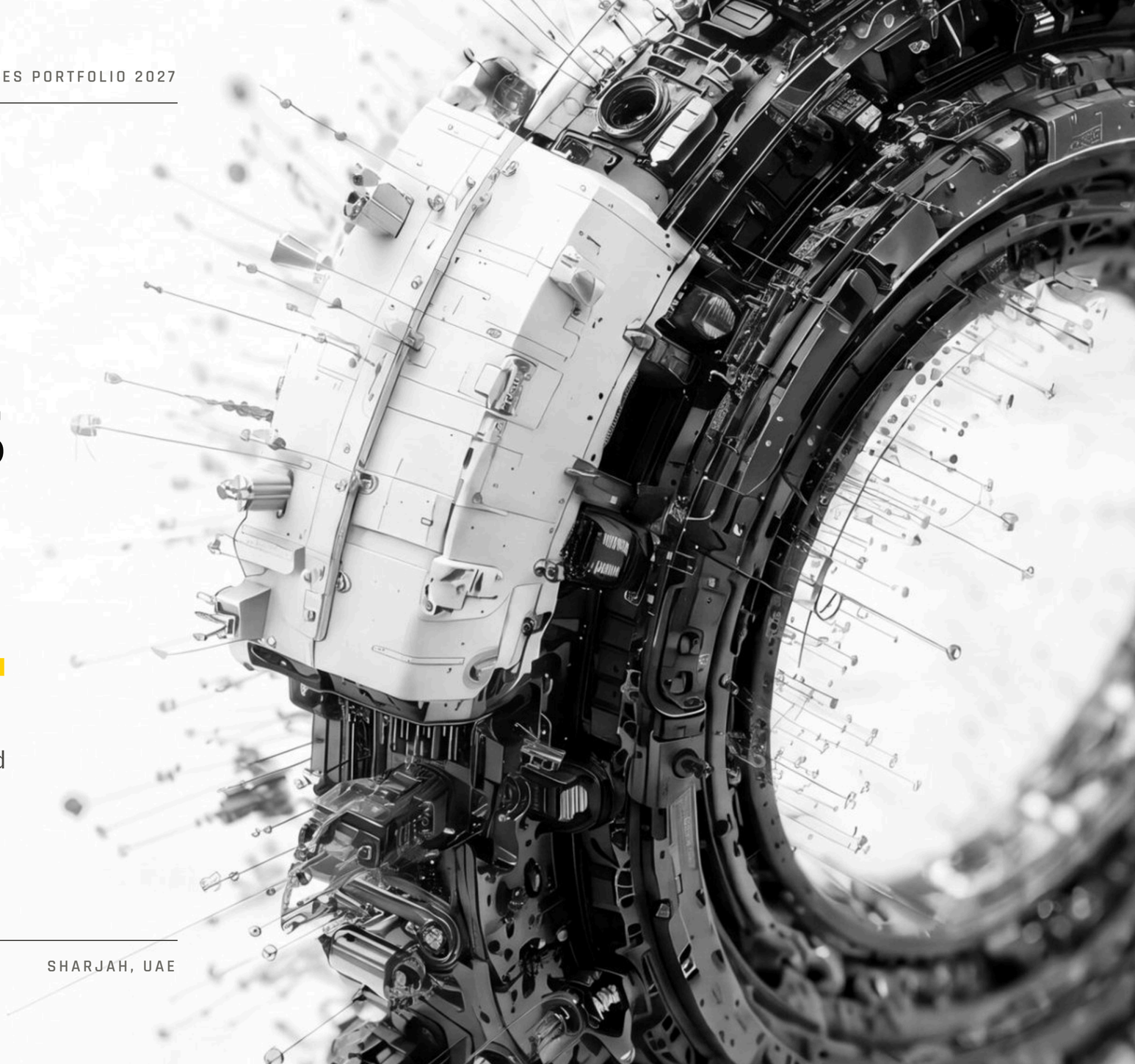
Zenith creatives

Brands built as systems, not one-off assets.

Brand design, redesign and AI reimagination for the UAE and KSA. Strategy, identity, content and collateral are developed together, so every touchpoint says the same thing.



01 AT A GLANCE

We design brands that keep selling

Founders and businesses in the UAE and KSA come to us for a brand that holds. We build the system: strategy, identity, collateral and content.

01 / 03

From research to stores

3

UAE stores: brand, research and feasibility by our founder

■ Delivered · Frites & Elixir, 2024

02 / 03

Build from the blank page

26

brand systems built from a blank page

□ Record · Founder portfolio · vasee.me

03 / 03

One brand, several businesses

35%

combined growth in convention booking and transportation

□ Client-reported · Swagat Group, 2025

02 TWO WAYS TO BUILD

Most brands are designed once, then drift

THE USUAL ROUTE	01 Logo	02 Assets	03 Drift
THE ZENITH& ROUTE	01 Strategy	02 System	03 Scale

The system comes before the assets.

03 HOW WE THINK

The question behind the question

THEY SAY	THE OBVIOUS QUESTION	OUR QUESTION
“We need a new logo.”	~~Which logo direction do we like?~~	**What should people understand about you in one line?**
“We have three businesses and three looks.”	~~Which logo wins?~~	**How should the businesses relate under one brand?**

04 METHOD

Seven checks between an idea and a brand

The 7C framework: the checks we run on every brand system, in order, from clarity to credibility.

THE 7C FRAMEWORK

01

Clarity

Promise, positioning and tone, defined once.

02

Concepts

Ideas built on strategy, to differentiate.

03

Communication

Messages that make complex value simple.

04

Content

Assets for social, web, sales and print.

05

Craft

Design systems and templates, finished with restraint.

06

Consistency

Rules that hold across teams, markets and vendors.

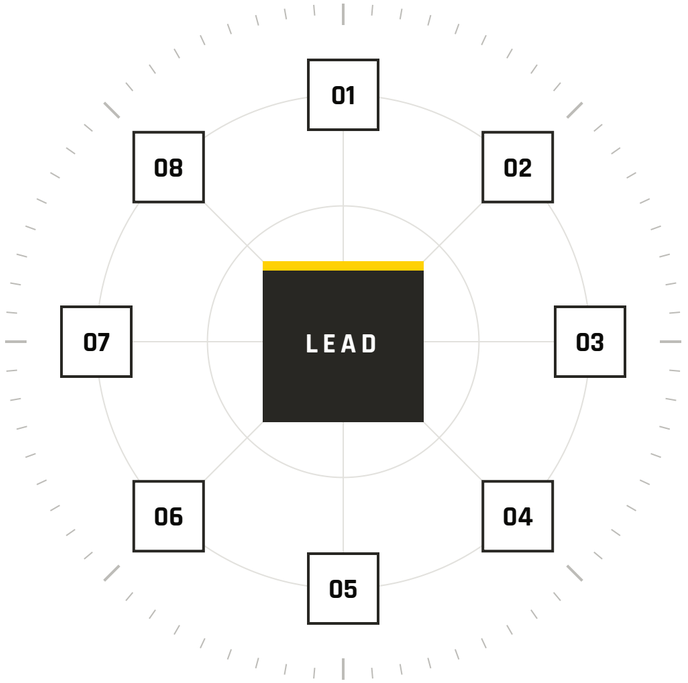
07

Credibility

Proof-led stories that raise trust.

05 SERVICES

Brand design leads. Eight services support it



LEAD

Brand design, redesign and AI reimagination

Naming, positioning, identity, guidelines and templates, from a blank page or an existing brand. Our AI-native production pipeline delivers campaigns and high-volume content in days or weeks, not months.

- CLARITY
- CONCEPTS
- CRAFT
- CONSISTENCY

01 Brand strategy and architecture

- CLARITY
- COMMUNICATION

02 AI brand and design systems

- CRAFT
- CONSISTENCY

03 Packaging design and strategy

- CONCEPTS
- CRAFT
- CONSISTENCY

04 Sales and marketing collateral

- COMMUNICATION
- CONTENT
- CREDIBILITY

05 Brand communications

- COMMUNICATION
- CREDIBILITY

06 Digital marketing and social media

- CONTENT
- CONSISTENCY

07 Websites and digital experiences

- CONTENT
- CRAFT

08 Brand merchandise and gifting

- CRAFT
- CONSISTENCY

06 WHO IT IS FOR

Three buyers.
One question: will it hold?

01 BUYER

Founders launching a brand

THEY ASK

“Will people trust this on day one?”

WE DELIVER

Strategy, identity, launch collateral

PROOF

Frites & Elixir

02 BUYER

Groups with several businesses

THEY ASK

“Can one brand carry all of them?”

WE DELIVER

Group architecture and one identity

PROOF

Swagat Group

03 BUYER

B2B manufacturers

THEY ASK

“Will consultants specify us?”

WE DELIVER

Guidelines, catalogue, website

PROOF

MST · Celplast

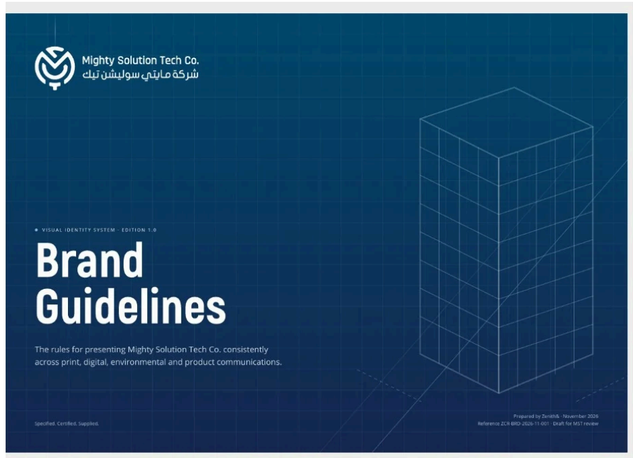
CASE 01 INDUSTRIAL BRAND · KSA

Brand, catalogue and website in 2 months

Mighty Solution Tech Co. (MST) · Construction fixing systems · Jeddah, KSA · 2026 to 2027

2 months to brand guidelines, business stationery, an electronic credit application, a product catalogue and a bilingual website

■ Delivered · MST, 2026



01 / 01 BRAND GUIDELINES COVER

CHALLENGE

Get specified by KSA consultants and contractors.

DELIVERED

Brand guidelines Edition 1.0, business stationery, an electronic credit application, catalogue MST-CAT-ARC-01 and mst-ksa.com.

CASE 02 GROUP BRAND · UAE

One brand for eight businesses

Alainz Group · Diversified holding company · Dubai, UAE · 2026

9

marks: the group logo and eight colour-coded division logos

- Delivered · Alainz Group, 2026

CHALLENGE

Hold eight businesses, from construction material to fashion, to one standard people can see.

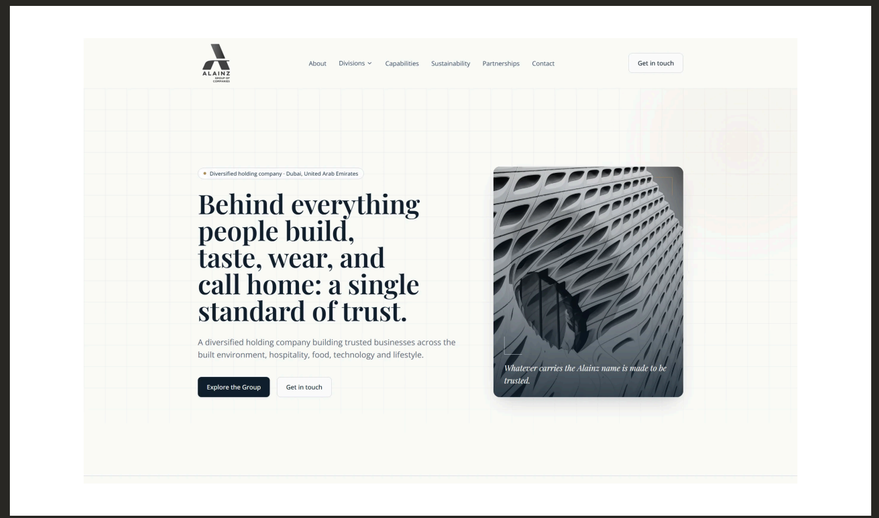
DELIVERED

The group logo, eight division logos, every word of the copy, from the line “One Standard. Every Essential.” down, and alainzgroup.com.

The Fashion House division includes Maha & Lina, also built by Zenith&.



01 / 02 THE GROUP MARK AND EIGHT DIVISION MARKS



02 / 02 ALAINZGROUP.COM, HOME PAGE

CASE 03 GROUP BRAND · INDIA

One brand for three businesses

Swagat Group · Transport, venues and events · India · 2025

35%

combined growth in convention booking and transportation

Client-reported · Swagat Group, 2025

CHALLENGE

Modernise a 1984 brand and unite 3 divisions under one identity.

APPROACH

Master brand, colour-coded division lockups, strategy and a 90-day rollout.

> “We carried the Swagat name for 40 years. Zenith& made it feel new without losing a single year of it. Transport, convention and events finally look like one family, and our teams are proud to wear it.”

Swagat Group, India



01 / 02 MASTER BRAND



02 / 02 DIVISION LOCKUPS: TRANSPORT, CONVENTION, EVENTS

CASE 04 BRAND IDENTITY

Renting made human

Ryntal · Brand identity · October 2022

BRAND PROMISE

Renting without the stress, clear, warm and fair.

BRIEF

Build a warm, trustworthy identity that makes renting feel simple and human.

93 page business plan, built on the same promise

■ Delivered · Ryntal business plan, December 2024 · Founder-led work



01 / 02 THE RYNTAL MARK ON RYNTAL AMBER



02 / 02 THE MARK, REVERSED

CASE 05 INDUSTRIAL BRANDS · GCC

Industrial brands, built to be specified

Brand systems for two manufacturers selling into GCC projects.

Celplast

Celplast Metallized Products · Reflective insulation film · Toronto to the GCC · 2025 to 2026

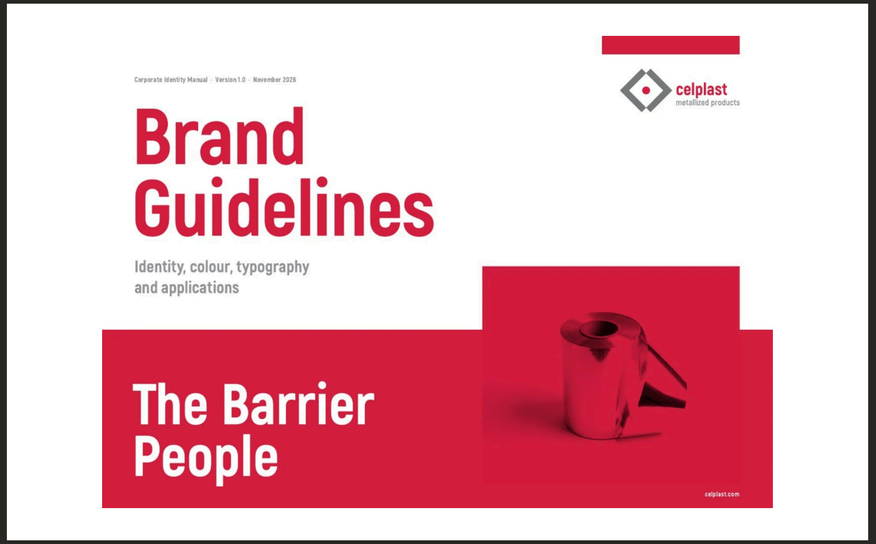
Brand guidelines, a contractor installation guide and mena.celplast.com.

MST

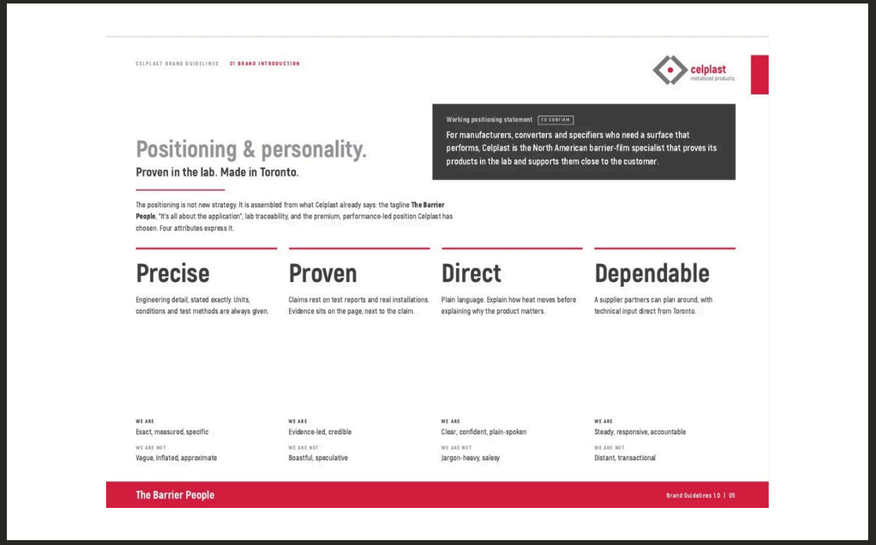
CASE 01, PAGE 08

Mighty Solution Tech Co. · Construction fixing systems · Jeddah, KSA · 2026 to 2027

Brand guidelines Edition 1.0, business stationery, an electronic credit application, catalogue MST-CAT-ARC-01 and mst-ksa.com.



01 / 02 BRAND GUIDELINES COVER



02 / 02 POSITIONING AND PERSONALITY SPREAD

CASE 06 PRACTICE BRAND · PAKISTAN

One system for clinic, print and digital

Medical Nutricare · Clinical nutrition · Pakistan · 2020 · Founder-led work

5

patient-facing pieces: letterhead, card, consultation form, nutrition plan, appointment card

- Delivered · Medical Nutricare, 2020 · Founder-led work

CHALLENGE

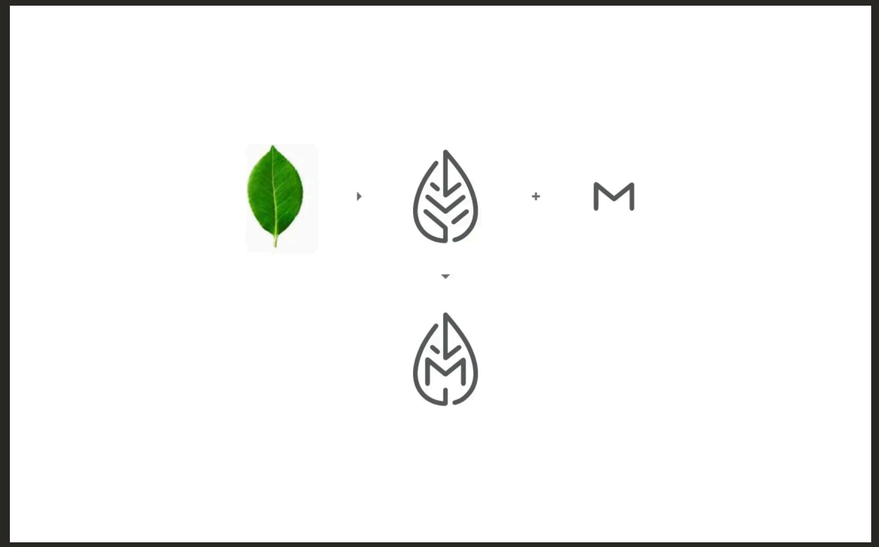
Balance clinical trust with personal warmth, in one system.

APPROACH

Droplet, leaf and monogram mark; palette, type and patient templates.

> “I asked for a logo and got an identity that finally feels like me. Clinical enough to trust, warm enough to welcome. Clients in over 10 countries now recognise me before I say a word.”

Mariam Haider, Medical Nutricare, Pakistan



01 / 02 MARK CONSTRUCTION: LEAF, DROPLET, MONOGRAM



02 / 02 LOGO

07 TO 09 THREE MORE BUILDS

New in 2026



CASE 07 BRAND AND STORE · UAE

A brand built on knowing each object

URBNTROV · Graded refurbished hardware · UAE · 2026

6 published grades, each with its own battery floor, warranty and discount band

□ In build · URBNTROV Milestone 1, November 2026

BRAND

The complete brand: the logo, a calm “inspection bench” look, Archivo for language and Martian Mono for every measured fact.

STORE

A headless Shopify store, Milestone 1 on sample data: 160 products and 369 graded units. Nothing is live yet.



CASE 08 BRAND AND TOOLS · FOUNDER-LED

One master brand, five tool brands

Voltoolz · Everyday file tools · UAE and KSA · Founder-led, 2026

6 logos: Voltoolz and its five sub-brands, PageVolt, PixVolt, LensVolt, BillVolt and SignVolt

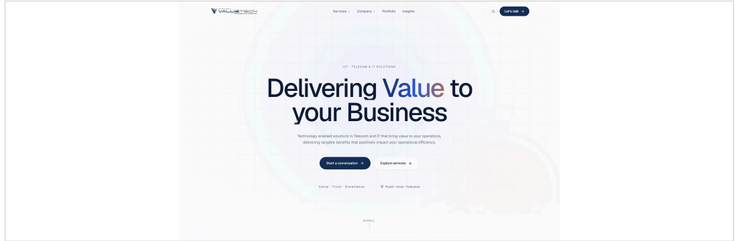
■ Delivered · Voltoolz brand, 2026

BRAND

The complete brand: a master palette, the Crossroads gradient for master-brand moments, and one colour per sub-brand.

TOOLS

15 private file tools, 30 automated tests passing. Free tools first; monthly and yearly subscriptions once traffic proves demand. No tools are live yet.



CASE 09 WEBSITE · KSA

A telecom website, rebuilt from its content

Valuetech · Telecom and IT solutions · Riyadh, KSA · 2026

17 pages and 4,547 words of the old site audited before the rebuild

■ Delivered · Valuetech content audit, August 2026

APPROACH

12 services set out in three groups: Telecom, IT and Software, Build and Grow.

STATUS

In build. Nothing is live yet. The client’s own brand is kept.

07 SELECTED WORK

Brands since 2005, in brief

Founder-led work since 2005, through Zenith Creatives (from 2009) and Zenith&.

26
brand systems

12
web builds

2005
first project

Record · Founder portfolio · vasee.me

2026
Alainz Group
Diversified holding company

2026
URBNTROV
Refurbished hardware, e-commerce

2026
Voltoolz
Online file tools

2025
Swagat Group
Transport, venues and events

2024
Frites & Elixir
F&B, cafe and bistro

2023
Sarafy
Fintech, digital wallet

2022
Ryntal
Proptech, rentals and real estate

2020
Medical Nutricare
Healthcare

2020
AFIFA
Fashion

2020
Foodizm
F&B

2020
Lookbook
Fashion

2018
Komasi
Industrial

2017
ASITE
Technology

2017
Khadija's Kitchen
F&B

2016
History Harvestor
Heritage

2015
Cognizance
Corporate

2014
Rayhaan
Travel

2012
Al Fateh
Pilgrimage

2012
JV One
Corporate

2011
TEDx Deccan
Event poster

2010
Beekeeper's
Food

2010
Raw Earth Organics
Food

2010
The Spice & Herb Co.
F&B

2008
Seema Interior Design
Interiors

2008
Visage Studios
Photography

2007
Barbarians F.C.
Sports

2005
Hydrogen Magazine
Publishing

08 BRAND RECORDS

Ten GCC brands, mark by mark

Record · Founder portfolio · vasee.me



Frites & Elixir
2024 · Sharjah, UAE



Sarafy
2023 · Al Khobar, KSA



Ryntal
2022 · Case 04, page 11



Komasi
2018 · Jeddah, KSA



ASITE
2017 · Riyadh, KSA



Khadija's Kitchen
2017 · Dammam, KSA



Cognizance
2015 · Jeddah, KSA



Al Fateh
2012 · Al Khobar, KSA



JV One
2012 · Al Khobar, KSA



Visage Studios
2008 · Dubai, UAE

09 WAYS TO WORK

Choose how deep we go

Six ways to work, from one call to shared upside. No rates are published; pricing is set in each proposal.

LIGHTER TOUCH

DEEPER COMMITMENT



01 DEPTH 1 OF 6

Advisory

ON DEMAND

02 DEPTH 2 OF 6

Project

FIXED SCOPE

03 DEPTH 3 OF 6

Programme

PHASED DELIVERY

04 DEPTH 4 OF 6

Retained partnership

MONTHLY CADENCE

05 DEPTH 5 OF 6

Continuous improvement

GOVERNED OPTIMISATION

06 DEPTH 6 OF 6

Performance-linked

SELECTIVE

Start with a discovery call.

A 30 to 45 minute call to understand your objectives, market and priorities. A tailored proposal follows. Approved engagements typically begin within 7 days.

BOOK A DISCOVERY CALL

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