PORTFOLIO

SAAD LAKHANI

Visual Identity, Branding & Digital Design

ABOUT ME

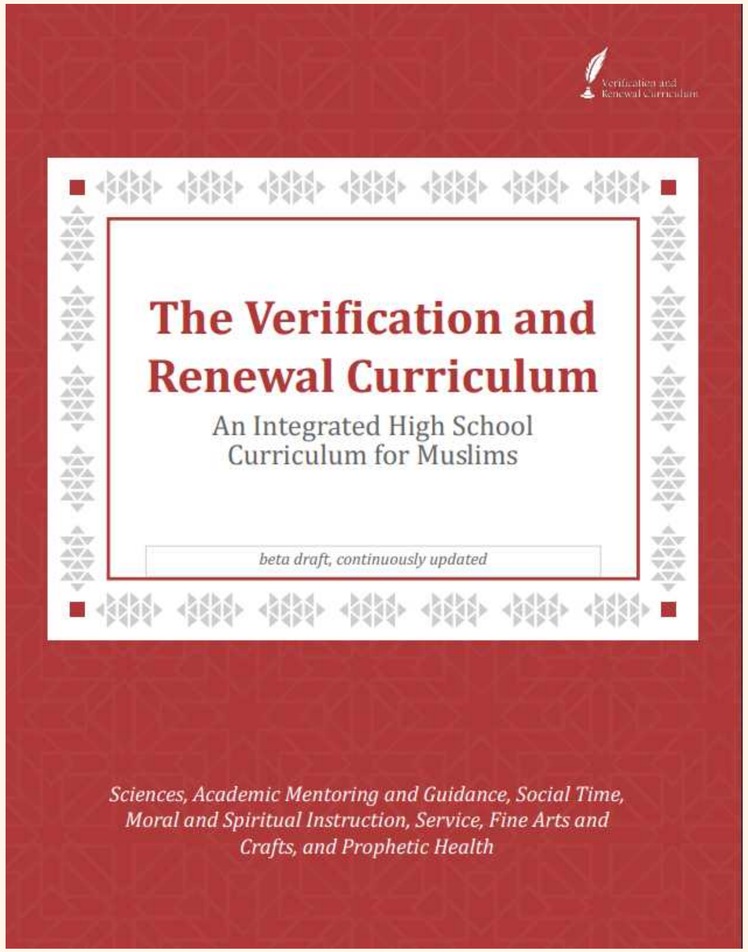
Hello! I am Saad. I'm a brand and design specialist with 3+ years of client-facing experience in visual identity, branding, and digital design. I have a background in computer science which gives me a practical understanding of how design actually translates to product.

ABOUT MY WORK

This work was delivered through consultancy roles, working directly with clients.

This document showcases some of my visual work, covering a full brand identity rebrand for Renewal Education, ongoing brand and design work for Jadwa Investment, and internal creative work for Algebra FZCO.

Original brand

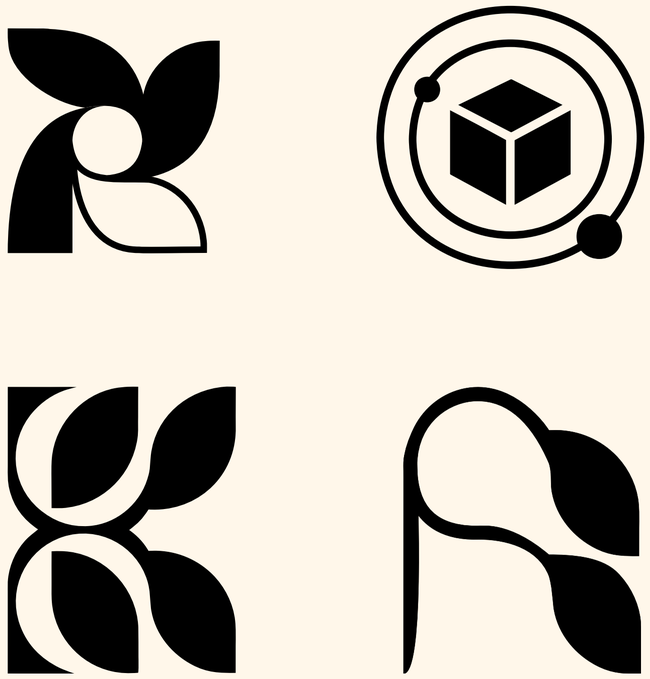


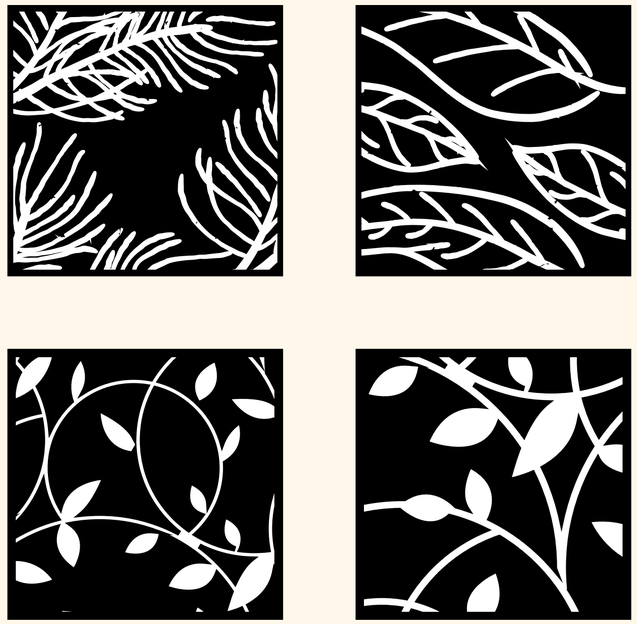


Refreshed brand

The refreshed brand focused on the block-print style of art that the founder was particularly interested in. Leaves were used to signify renewal. Various options were considered for the borders and the orientation. The font selected reflects the sophisticated educational target for the brand, and the primary red colour is intended to be a call back to the founder’s alma-matter (Harvard).

Process







Refreshed brand

Collateral

Renewal
Education







Refreshed brand

Brand guidelines

Logo

Only use the logo in the configurations shown; do not modify the logo in any other way.
When used together, the parent brand logo and the sub-brand logo must be of the same size.

Parent brand

Renewal EDUCATION

Sub-brands

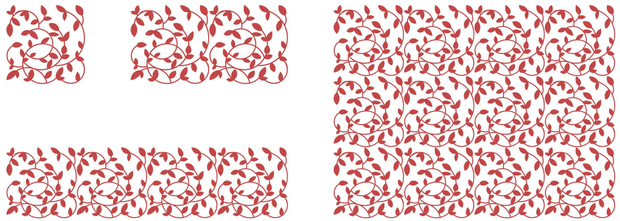
Renewal CURRICULUM

Renewal TALKS

Renewal FEST

Pattern

The pattern used in the logo can also be used separately as part of the broader visual system. It is constructed from one base tile and can be used at different sizes. All applications must be made using this tile in an evenly repeated grid.



Pattern

The pattern can be used in backgrounds, borders and dividers. It should be used sparingly and with restraint.

Examples of pattern use ✓



Typography

The following typefaces are to be used across all branding touchpoints. The font sizes are added as a reference.

HEADING 1 Georgia (regular) - 36px	Heading 1
HEADING 2 Lato (regular) - 22px	HEADING 2
HEADING 3 Georgia (bold) - 20px	**Heading 3**
BODY TEXT Georgia (regular, bold, italic) - 16px	Lorem ipsum dolor sit amet, consectetur adipiscing elit. *Proin* nec cursus enim. Donec molestie non ante **sed dictum**. Nulla id.
CAPTIONS Georgia (italic), Lato (bold) - 14px	*Vivamus at tincidunt turpis. Nam augue nibh, luctus a nulla non,* **ultricies dictum urna. Curabitur accumsan condimentum odio**

Colors

Renewal Red	HEX: C34747 RGB: 195 / 71 / 71 CMYK: 0 / 64 / 64 / 24	Saffron	HEX: FFE69C RGB: 255 / 230 / 156 CMYK: 0 / 10 / 39 / 0
Charcoal	HEX: 1E1E1E RGB: 30 / 30 / 30 CMYK: 0 / 0 / 0 / 88		
Cedar	HEX: 2F6D4E RGB: 47 / 109 / 78 CMYK: 57 / 0 / 28 / 57	Sea	HEX: 496C8B RGB: 73 / 108 / 139 CMYK: 47 / 22 / 0 / 45
Coral	HEX: F06063 RGB: 240 / 96 / 99 CMYK: 0 / 60 / 59 / 6		

In addition to these colors, black and white may be used as appropriate.

Color combinations

Only use the approved color combinations for the logo. The logo should be used in red for most applications. When placed on any other dark or photographic backgrounds, the logo may be used in solid white for maximum clarity.

Approved color combinations ✓



Do not use the logo in any other color or in multiple colors. Do not use the white logo on light colored backgrounds.

Examples of misuse ✗



JADWA INVESTMENT

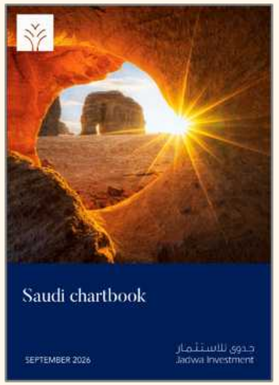
Jadwa Investment is a leading investment management and advisory firm in Saudi Arabia, managing tens of billions in client assets.

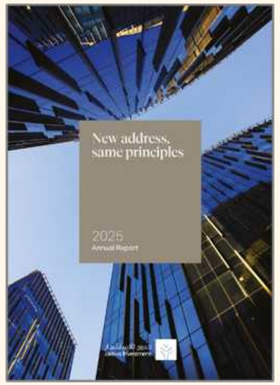
As part of Algebra's retained consultancy relationship with Jadwa, my role covers ongoing brand and design work across the firm's digital and print channels. I act as the primary point of contact for branding and design requests, exercising judgment on brand fit and creative direction to maintain consistency across a wide and continuous stream of work in both English and Arabic.

Document covers

Jadwa had a variety of documents with covers, that were outdated in terms or branding and inconsistent with each other. The aim of this exercise was to make sure the covers were in line with the Jadwa brand, and to develop a system that standardized all document covers across the brand.

Before



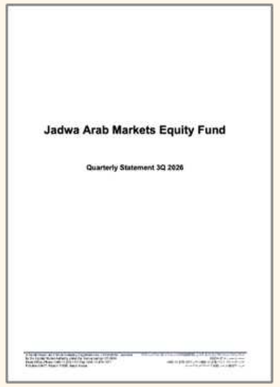




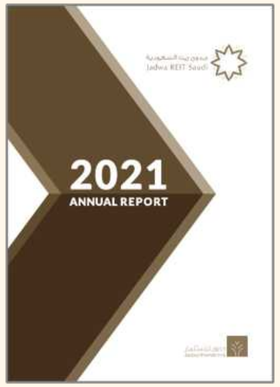














Research Templates

Process



Header: This can be either the Jadwa logo, or the Jadwa symbol alongside a fund logo

Title, change as needed *Bottom aligned*

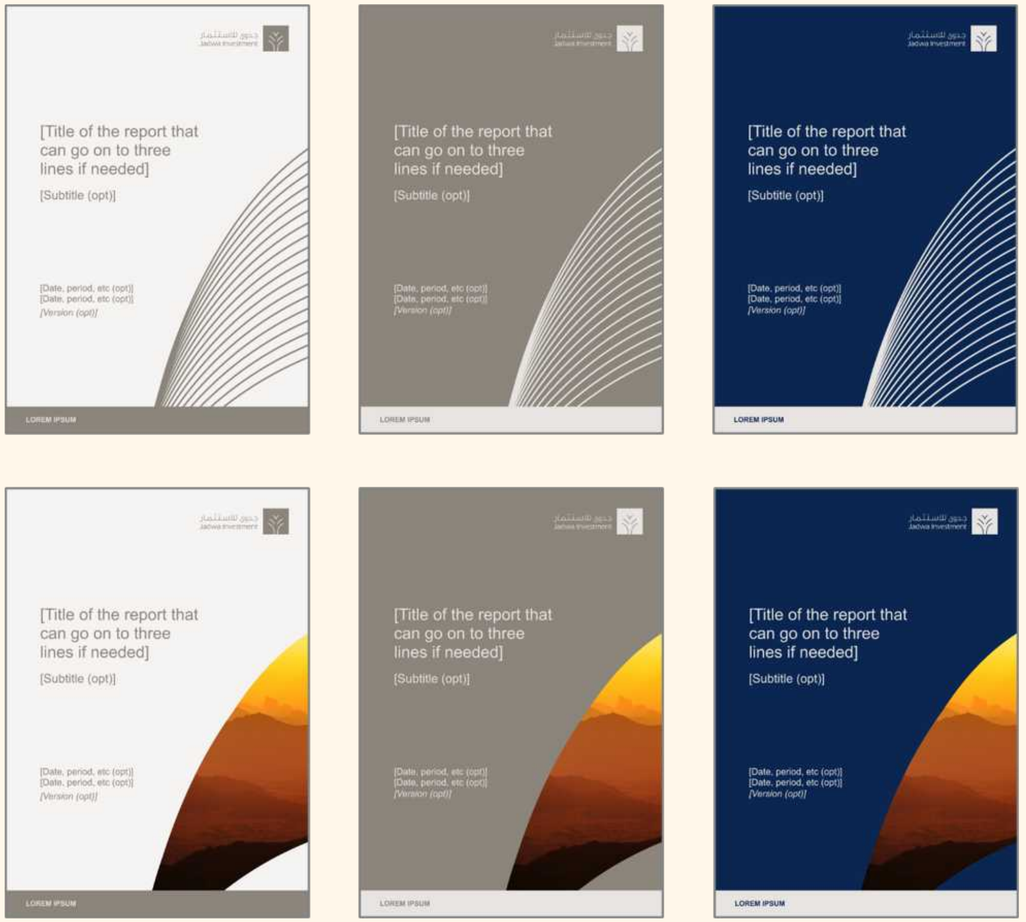
Background colour options:
1. Jadwa Stone
2. Jadwa Gold
3. Jadwa Blue

Subtitle, add as needed. Can go onto several lines.

Date and version. Add as needed. If both date and version are included, then version should be italicized Can go onto 3 lines (for addition of Hijri date). *Bottom aligned.*

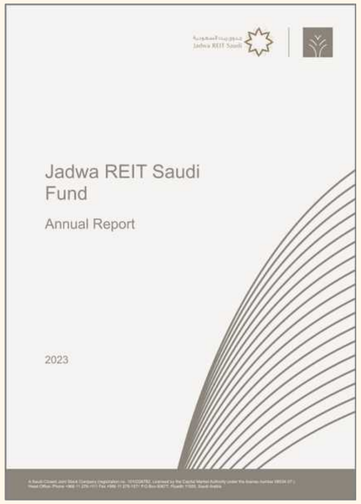
Visual: Can either be the Jadwa pattern or an Image

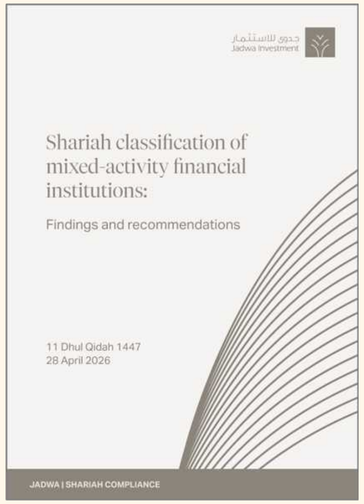
Footer: If a disclaimer is needed (as per legal discretion), then it will be added. Otherwise, the relevant tag will be used



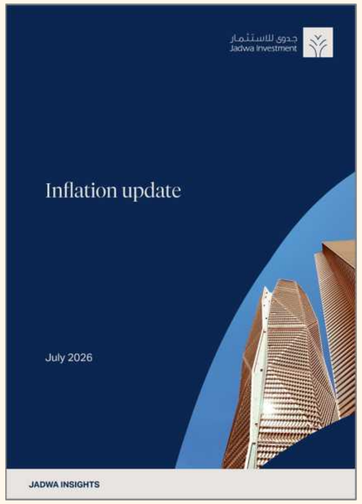
Research Templates

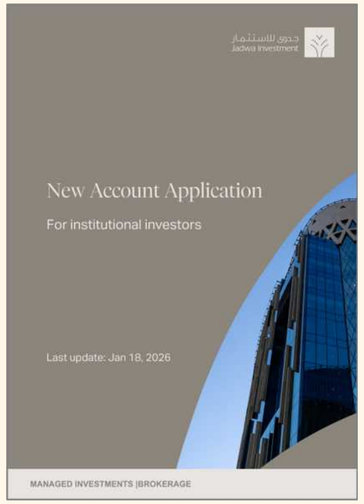
Result

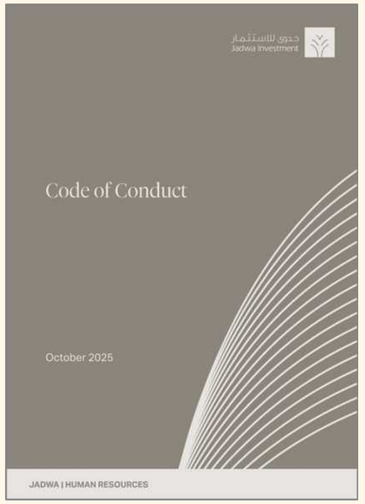












Research templates

Jadwa regularly publishes research report under the banner of “Jadwa Insights”. These were originally created using Microsoft Publisher. In late 2026, Publisher was discontinued and the templates had to be transitioned to an equally accessible and layman-friendly tool.

The research team selected Microsoft Word, and I helped them recreate the templates while updating them to match the newer, more sophisticated Jadwa branding. The main change was switching everything to a 2 column format and standardising the column widths and image sizes across the different types of reports. I also produced a document detailing how to correctly use the new templates.

Before (Publisher)



JULY 2026

جدوى للاستثمار
Jadwa Investment

Macroeconomic Update

Activity levels improve as economy adapts

- The US-Iran conflict is weighing on both oil and non-oil GDP in 2026, but the economy is showing a degree of resilience and growth will rebound in 2027.
- Oil GDP will decline by around 6% due to lower oil production this year. It assumes that oil output will recover to pre-war levels in Q4-26.
- In 2027, we expect oil production will increase to an average of 10.4mbpd.
- The key risk to the outlook is a lasting reescalation of US-Iran attacks which hinders the re-opening of the Strait of Hormuz.
- In Q1-26 non-oil real GDP growth slowed to 2.9% year-on-year due largely to conflict disruptions in March. Activity levels have improved since then as the economy adapts.
- For 2027, assuming conflict resolution broadly prevails, non-oil GDP growth will rebound close to 5%, due to base effects and as various sectors continue to add capacity and develop (Figure 1).
- We expect the budget deficit to narrow to 5% of GDP in 2026, from 5.8% in 2025, as higher oil prices outweigh lower oil production and as spending moderates in H2-26.
- Government debt/GDP will rise to 34% in 2026. Government deposits at SAMA remain large, at around 8.5% of GDP.
- We forecast the current account to be close to balance in 2026, following the deficit of 2.6% of GDP in 2025.
- Foreign reserves are set to be higher due to a reduction in portfolio assets abroad and an increase in foreign purchases of Saudi external debt.

Fig 1: Non-oil real GDP growth (%)

For comments and queries:

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To download Jadwa research reports:
jadwa.com/insights

Jadwa Investment

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Released: July-16-2026, 15:30 UTC+3



JULY 2026

We expect oil GDP to decline by around 6% in 2026 due to lower average oil production.

We assume output will regain its pre-war level, just above 10mbpd, in Q4-26.

In 2027, we expect oil production will increase from end-2026 levels and average 10.4mbpd.

If the re-opening of the Strait of Hormuz falters, oil output will be lower and prices higher.

Oil activities

We expect oil GDP to decline by around 6% due to lower average oil production this year.

Oil output fell from 10.1mbpd in January to a low of around 6mbpd in early April, before rising to 7.1mbpd in June. Oil production averaged 8mbpd in January-June, according to direct reporting to OPEC by Saudi Arabia.

The mid-June memorandum of understanding between the US and Iran allowed for an increase in oil flows through the Strait of Hormuz. Saudi Arabia's oil output and exports increased in June with loadings resuming at Ras Tanura. However, renewed US-Iran attacks in July have caused the numbers of shipping transits to fall again.

Saudi oil production could recover reasonably quickly if the US and Iran avoid further escalation and shipping through the Strait of Hormuz starts to pick up again. We maintain our previous baseline assumption for Saudi oil production to regain its pre-war level, just above 10mbpd, Q4-26. OPEC quotas will not represent a constraint. OPEC recently agreed to an increase in production, with Saudi Arabia's allocation rising to 10.4mbpd.

Saudi Arabia's total oil exports can return to pre-conflict levels without a full normalization of flows through the Strait of Hormuz. The Kingdom has the option to maintain its utilization of the East-West pipeline at higher levels than before the conflict. Before the conflict Saudi exported around 5.5mbpd of oil through the Strait of Hormuz and less than 2mbpd from Yanbu through the Red Sea. In April-May Yanbu exports rose to 4mbpd on average. If this is maintained then exports via the Strait of Hormuz do not necessarily need to fully bounce back.

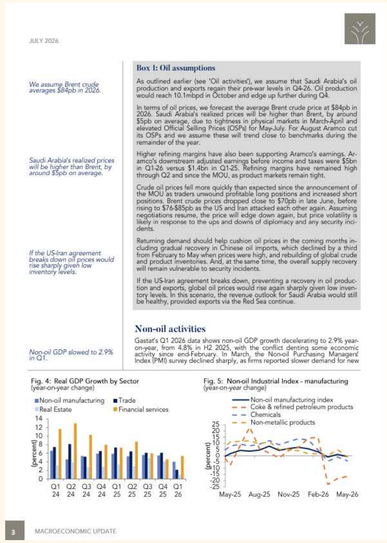
In 2027, we expect oil production will increase from end-2026 levels and average 10.4mbpd. This would represent growth of 16% over the projected 2026 average (Figure 2).

There are risks to these assumptions given the potential for US-Iran negotiations to break down for an extended period. There have already been resumptions of hostilities with kinetic attacks by the US and Iran and the US announced a renewed blockade of Iran's shipments. Assuming diplomacy resumes, the geopolitical situation will nonetheless remain uncertain while the US and Iran are negotiating contentious issues, including management of the Strait of Hormuz, Iran's nuclear program and sanctions relief.

If the re-opening of the Strait of Hormuz falters then Saudi oil production would not be able to bounce back as quickly. This would weigh on oil GDP, but would also be associated with a rise in oil prices which would support the government budget and external finances (see Box 1).

Fig. 2: Saudi crude oil production (annual average, mbpd)

Fig. 3: Jadwa's Non-oil Composite Index



JULY 2026

We assume Brent crude averages $84pb in 2026.

Saudi Arabia's realized prices will be higher than Brent, by around $5pb on average.

If the US-Iran agreement breaks down oil prices would rise sharply given low inventory levels.

Non-oil GDP slowed to 2.9% in Q1.

Box 1: Oil assumptions

As outlined earlier (see 'Oil activities'), we assume that Saudi Arabia's oil production and exports regain their pre-war levels in Q4-26. Oil production would reach 10.1mbpd in October and edge up further during Q4.

In terms of oil prices, we forecast the average Brent crude price at $84pb in 2026. Saudi Arabia's realized prices will be higher than Brent, by around $5pb on average, due to tightness in physical markets in March-April and elevated Official Selling Prices (OSPs) for May-July. For August Aramco cut its OSPs and we assume these will trend close to benchmarks during the remainder of the year.

Higher refining margins have also been supporting Aramco's earnings. Aramco's downstream adjusted earnings before income and taxes were $5bn in Q1-26 versus $1.4bn in Q1-25. Refining margins have remained high through Q2 and since the MOU, as product markets remain tight.

Crude oil prices fell more quickly than expected since the announcement of the MOU as traders unwound profitable long positions and increased short positions. Brent crude prices dropped close to $70pb in late June, before rising to $76-$85pb as the US and Iran attacked each other again. Assuming negotiations resume, the price will edge down again, but price volatility is likely in response to the ups and downs of diplomacy and any security incidents.

Returning demand should help cushion oil prices in the coming months including gradual recovery in Chinese oil imports, which declined by a third from February to May when prices were high, and rebuilding of global crude and product inventories. And, at the same time, the overall supply recovery will remain vulnerable to security incidents.

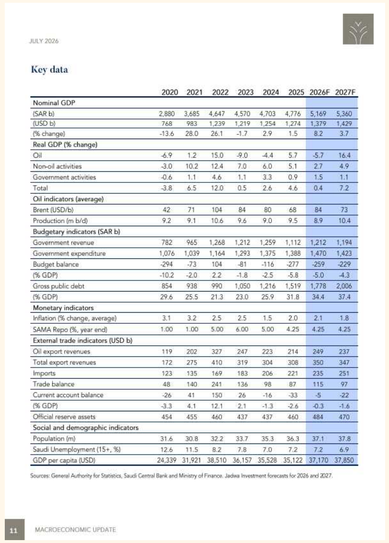
If the US-Iran agreement breaks down, preventing a recovery in oil production and exports, global oil prices would rise again sharply given low inventory levels. In this scenario, the revenue outlook for Saudi Arabia would still be healthy, provided exports via the Red Sea continue.

Non-oil activities

Gastat's Q1 2026 data shows non-oil GDP growth decelerating to 2.9% year-on-year, from 4.8% in H2 2025, with the conflict denting some economic activity since end-February. In March, the Non-oil Purchasing Managers' Index (PMI) survey declined sharply, as firms reported slower demand for new

Fig. 4: Real GDP Growth by Sector (year-on-year change)

Fig. 5: Non-oil Industrial Index - manufacturing (year-on-year change)



JULY 2026

Key data

	2020	2021	2022	2023	2024	2025	2026F	2027F
Nominal GDP								
(SAR b)	2,880	3,685	4,647	4,570	4,703	4,776	5,169	5,360
(USD b)	768	983	1,239	1,219	1,254	1,274	1,379	1,429
(% change)	-13.6	28.0	26.1	-1.7	2.9	1.5	8.2	3.7
Real GDP (% change)								
Oil	-6.9	1.2	15.0	-9.0	-4.4	5.7	-5.7	16.4
Non-oil activities	-3.0	10.2	12.4	7.0	6.0	5.1	2.7	4.9
Government activities	-0.6	1.1	4.6	1.1	3.3	0.9	1.5	1.1
Total	-3.8	6.5	12.0	0.5	2.6	4.6	0.4	7.2
Oil indicators (average)								
Brent (USD/b)	42	71	104	84	80	68	84	73
Production (m b/d)	9.2	9.1	10.6	9.6	9.0	9.5	8.9	10.4
Budgetary indicators (SAR b)								
Government revenue	782	965	1,268	1,212	1,259	1,112	1,212	1,194
Government expenditure	1,076	1,039	1,164	1,293	1,375	1,388	1,470	1,423
Budget balance	-294	-73	104	-81	-116	-277	-259	-229
(% GDP)	-10.2	-2.0	2.2	-1.8	-2.5	-5.8	-5.0	-4.3
Gross public debt	854	938	990	1,050	1,216	1,519	1,778	2,006
(% GDP)	29.6	25.5	21.3	23.0	25.9	31.8	34.4	37.4
Monetary indicators								
Inflation (% change, average)	3.1	3.2	2.5	2.5	1.5	2.0	2.1	1.8
SAMA Repo (%, year end)	1.00	1.00	5.00	6.00	5.00	4.25	4.25	4.25
External trade indicators (USD b)								
Oil export revenues	119	202	327	247	223	214	249	237
Total export revenues	172	275	410	319	304	308	350	347
Imports	123	135	169	183	206	221	235	251
Trade balance	48	140	241	136	98	87	115	97
Current account balance	-26	41	150	26	-16	-33	-5	-22
(% GDP)	-3.3	4.1	12.1	2.1	-1.3	-2.6	-0.3	-1.6
Official reserve assets	454	455	460	437	437	460	484	470
Social and demographic indicators								
Population (m)	31.6	30.8	32.2	33.7	35.3	36.3	37.1	37.8
Saudi Unemployment (15+, %)	12.6	11.5	8.2	7.8	7.0	7.2	7.2	6.9
GDP per capita (USD)	24,339	31,921	38,510	36,157	35,528	35,122	37,170	37,850

Sources: General Authority for Statistics, Saudi Central Bank and Ministry of Finance. Jadwa Investment forecasts for 2026 and 2027.

Research templates

After (Word)

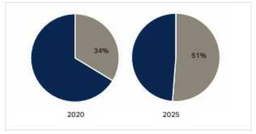
THEMATIC REPORT · NON-OIL MANUFACTURING

The localization imperative under Vision 2030

Summary

- Non-oil manufacturing is a critical pillar of Saudi Arabia's economic diversification strategy. The Kingdom has pursued deliberate localization through structured policy frameworks; local content mandates, sector-specific roadmaps, and sovereign investment designed to drive industrial capacity, reduce import dependency, and build export competitiveness.
- Non-oil manufacturing is transitioning beyond traditional petrochemicals and metals toward advanced production bases in defense, electric vehicles, pharmaceuticals, and food processing, sectors that align with Vision 2030 diversification objectives.
- Driven by population growth and mega projects, a large growing domestic market sustains demand for manufacturing output. However, global export competitiveness requires further industrial depth, stronger technology partnerships, and accelerated R&D investment.
- Vision 2030 establishes the strategic framework through the National Industrial Development and Logistics Program (NIDLP) and the National Industrial Strategy, building an integrated value chain from energy inputs through manufacturing and logistics, supported by targeted incentives and public-private collaboration.
- Early results are measurable: Non-oil manufacturing grew by 5.1% per year on average in 2015-2025 in real terms; local content in government procurement advanced from 33.7% in 2020 to 51.2% in Q3 2025, and employment in the sector has expanded.
- The regional conflict since end-February 2026 has disrupted trade and decelerated non-oil manufacturing growth. However, localization initiatives have partially offset headwinds, with most sectors and factory formation continuing to expand. The conflict presents both a key risk and opportunity for the manufacturing sector.

Chart 1: Growth in the share of local content in government procurement



For comments and queries

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Released: 17 Nov 2026, 16:00 UTC+3

Industrial output

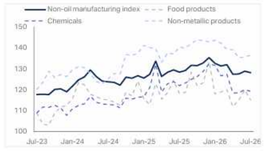
Industrial output is monitored through Gastat's Index of Industrial Production (IIP), which is dominated by oil activities with a 75% weight. Non-oil manufacturing (NOM-IIP) accounts for 21.5% of the index, followed by electricity and gas supply at 2.8%, and water supply at 0.7%. The table above (Table 1) outlines the weight of each manufacturing sector within the index.

The NOM-IIP has shown a sustained upward trend over the past two years, which reflects strengthening industrial activity, supported by rising demand and capacity expansion.

Within the NOM-IIP categories, output growth was concentrated in three main sub-sectors; chemicals, food products, and non-metallic products (Chart 8). Together, the three sub-sectors drove much of the sector's recent momentum, alongside other emerging sectors ("other economic activities") which are not split out in the IIP presentation (see below).

Chart 8: Manufacturing output by sector

(index)



Source: Gastat, Jadwa Investment

Chemicals and Chemical Products (8.2% of the IIP index)

The chemical sector, which includes petrochemicals and plastics, is the largest within the NOM-IIP, and recorded an annual growth of 9.3% in 2025. Exports of petrochemicals, plastic, and rubber experienced a slowdown in the past few years due to weaker Chinese demand. However, this trend began to improve in early 2025, with exports diversifying to new markets, including Africa, South and Southeast Asia, and the regional markets.

However, growth slowed sharply in H1 26, to 1.1%, driven by the US-Iran war and the closure of the Strait of Hormuz. Exports of petrochemicals and plastics dropped by an average of 16% in H1 26, despite many companies rerouting their exports to the Red Sea ports. Not all products

The National Industrial Strategy (NIS)

Launched in October 2022, the NIS outlines a comprehensive roadmap for driving industrial growth and competitiveness across priority sectors, led by the Ministry of Industry and Mineral Resources (MIM). The strategy is anchored around three strategic objectives:

1. **Build industrial national resilience**, by developing critical manufacturing capabilities to strengthen the Kingdom's resilience against global uncertainties and supply chain emergencies.
2. **Become an integrated regional manufacturing hub**, by leveraging local and regional market size to integrate value chains, build competitive capabilities, and establish a regional industrial base.
3. **Expand global leadership in selected segments**, by adopting Fourth Industrial Revolution technologies and strengthening research, development, and innovation (Box 2).

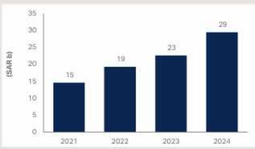
Box 2: Higher spending on research and development

Research and Development (R&D) is a core pillar of industrial upgrading and long-term competitiveness. In the 2025 Global Innovation Index (GII), Switzerland retained its 1st place globally, which was kept for the past 15 years, while among Asian economies, South Korea and Singapore ranked highly at 4th and 5th, respectively.

Saudi Arabia has made progress in innovation performance, with its GII ranking improving from 49th in 2016 to 46th in 2025. R&D spending as a share of nominal GDP increased from 0.39% in 2021 to 0.63% in 2024, indicating both meaningful progress and considerable scope for further improvement. Based on latest World Bank data, G20 nations spend an average of 1.8% of GDP on R&D, with South Korea leading the group at 4.9%.

Chart 4: Spending on R&D has notably increased

(SAR b)



Between 2021 and 2024, total R&D expenditure in the Kingdom almost doubled (Chart 4). Growth was strongest in higher education, where spending increased by 169%, although this segment still accounts for the smallest share of total R&D expenditure, at around 20%. Government and business sectors each represent

Major recent investments include:

- PIF-Pirelli (2023): A tire manufacturing plant in a joint venture.
- ALUPCO-Asia Aluminum Group (AAG) (2025): Three joint ventures to build a downstream aluminum industrial base.
- LyondellBasell (2024): Acquired a 35% stake in the National Petrochemical Industrial Company (NATPET), a leading Saudi polypropylene producer.
- GE Vernova (2024): Completed the full acquisition of GESAT, a Dammam-based facility specializing in gas turbine component manufacturing.
- Lucid Group (2023): The US-based electric vehicle manufacturer inaugurated its factory in King Abdullah Economic City, marking a milestone in the localization of the EV industry.
- Siemens Energy: Signed multiple contracts and established manufacturing and infrastructure partnerships valued at USD 1b, supporting the development of Saudi Arabia's power equipment industry.

Table 1: The index of Industrial Production (IIP) (%)

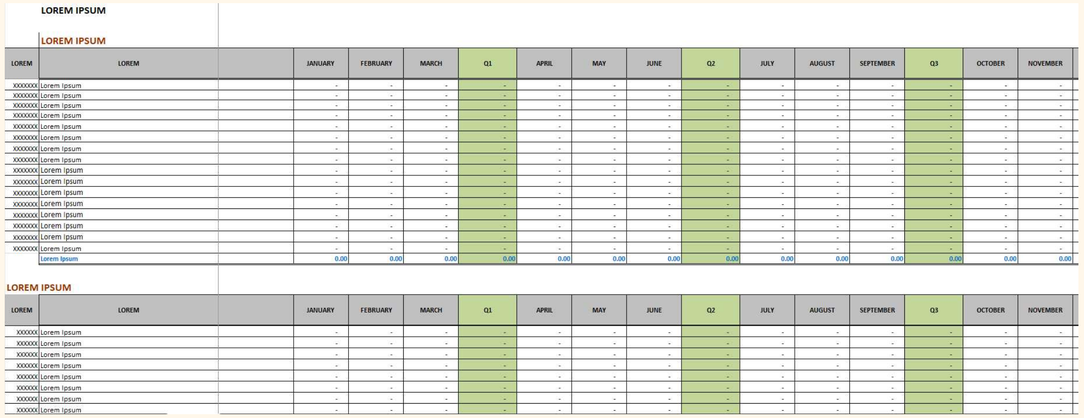
	Weight (%)	2025 Growth (%)	H1 2026 Growth (%)
General Index	**100**	**4.0**	**-7.3**
Oil activities	75	3.9	-10.9
Electricity, gas, steam and air conditioning	2.8	5.0	2.7
Water supply, sewerage and water activities	0.7	10.1	4.4
Non-oil manufacturing (NOM-IIP)	21.5	4.0	1.2
Chemicals & chemical products	8.2	9.3	1.1
Other economic activities	4.9	0.9	2.8
Food products	3.3	2.9	-0.8
Non-metallic products	1.5	8.1	0.8
Basic metals	1.0	-7.0	5.9
Paper & paper products	0.8	4.7	0.5
Electrical devices	0.8	-1.0	-3.6
Furniture	0.6	-10.4	0.2
Beverages	0.5	-1.4	1.6

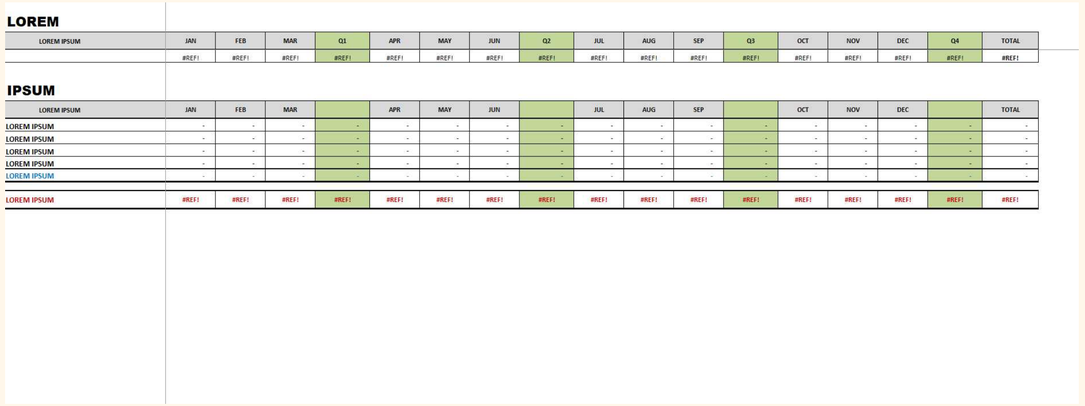
Finance template

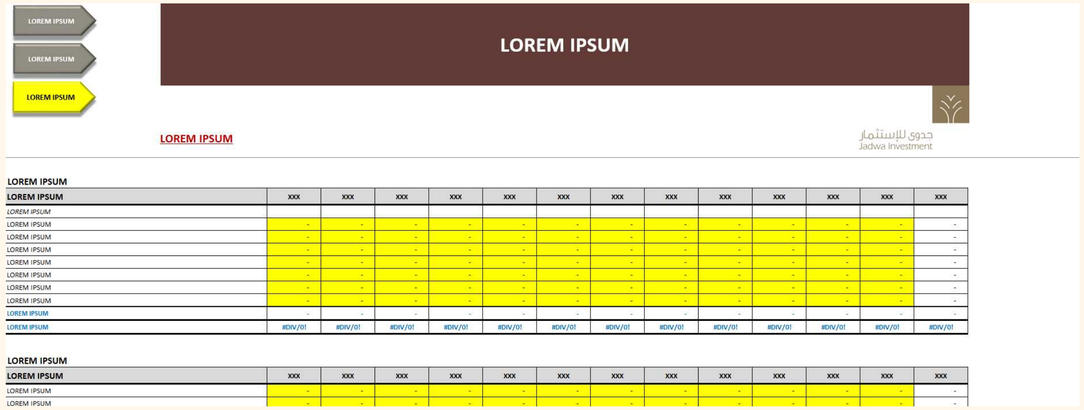
Jadwa has an excel sheet for finance related items. I refreshed the look of this sheet to be more user friendly and to be in line with the Jadwa brand. Representations of the before and after are shown.

Before



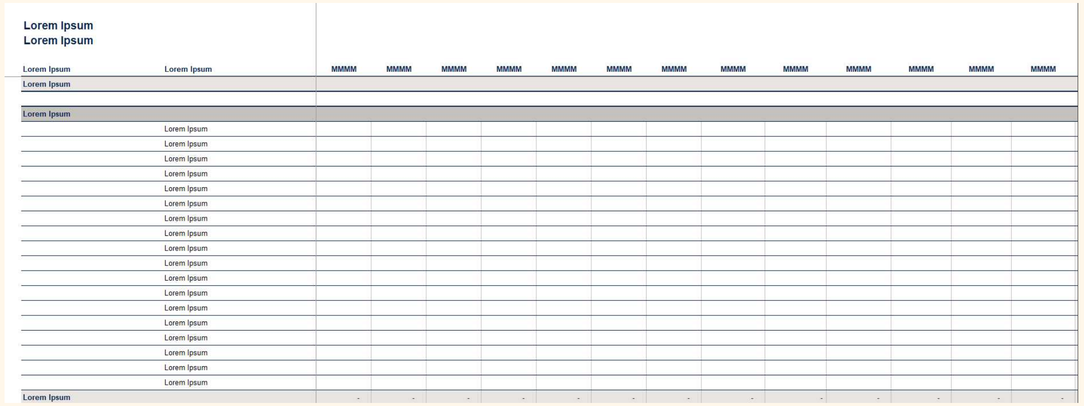






Finance template

AFTER



Lorem Ipsum
Lorem Ipsum

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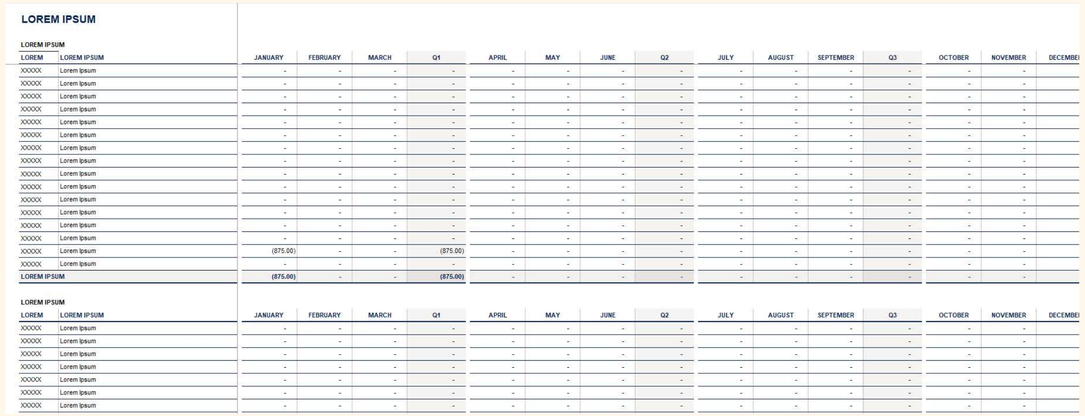

LOREM IPSUM

LOREM IPSUM

LOREM	LOREM IPSUM	JANUARY	FEBRUARY	MARCH	Q1	APRIL	MAY	JUNE	Q2	JULY	AUGUST	SEPTEMBER	Q3	OCTOBER	NOVEMBER	DECEMBE
XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
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XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
XXXXX	Lorem Ipsum	(875.00)	-	-	(875.00)	-	-	-	-	-	-	-	-	-	-	
XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LOREM IPSUM		(875.00)	-	-	(875.00)	-	-	-	-	-	-	-	-	-	-	

LOREM IPSUM

LOREM	LOREM IPSUM	JANUARY	FEBRUARY	MARCH	Q1	APRIL	MAY	JUNE	Q2	JULY	AUGUST	SEPTEMBER	Q3	OCTOBER	NOVEMBER	DECEMBE
XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
XXXXX	Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
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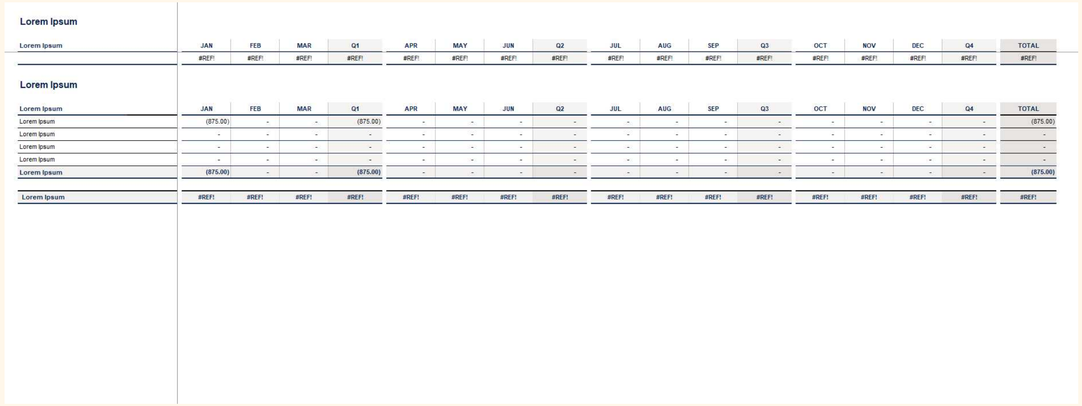

Lorem Ipsum

Lorem Ipsum	JAN	FEB	MAR	Q1	APR	MAY	JUN	Q2	JUL	AUG	SEP	Q3	OCT	NOV	DEC	Q4	TOTAL
	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!

Lorem Ipsum

Lorem Ipsum	JAN	FEB	MAR	Q1	APR	MAY	JUN	Q2	JUL	AUG	SEP	Q3	OCT	NOV	DEC	Q4	TOTAL
Lorem Ipsum	(875.00)	-	-	(875.00)	-	-	-	-	-	-	-	-	-	-	-	-	(875.00)
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Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lorem Ipsum	(875.00)	-	-	(875.00)	-	-	-	-	-	-	-	-	-	-	-	-	(875.00)
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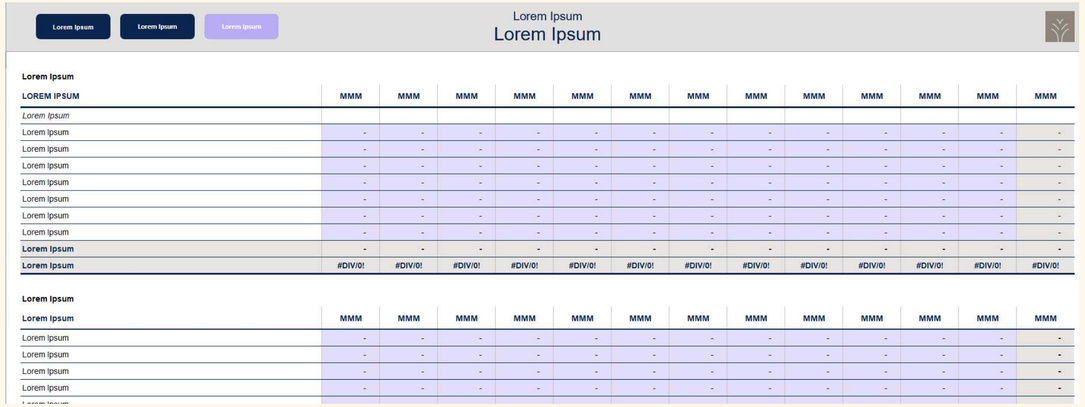

Lorem Ipsum
Lorem Ipsum

Lorem Ipsum

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Lorem Ipsum

Lorem Ipsum	MMM	MMM	MMM	MMM	MMM	MMM	MMM	MMM	MMM	MMM	MMM	MMM	MMM
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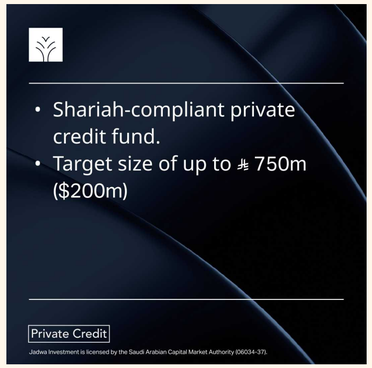
Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-
Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-
Lorem Ipsum	-	-	-	-	-	-	-	-	-	-	-	-	-

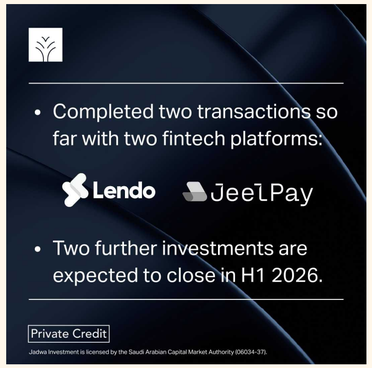
Social media

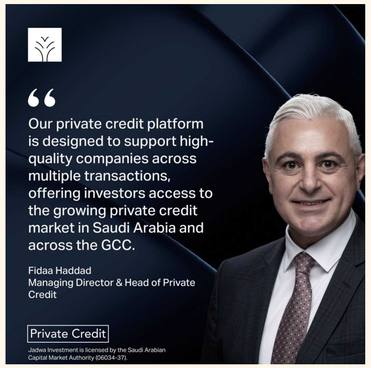
Jadwa publishes social media for a variety of occasions. I control the design of the posts that go out. The main task is to produce the social media posts, while ensuring that the required information is displayed and each template differs from the other appropriately. A sense of cohesion is also very important between the templates themselves.

Examples are shared below.













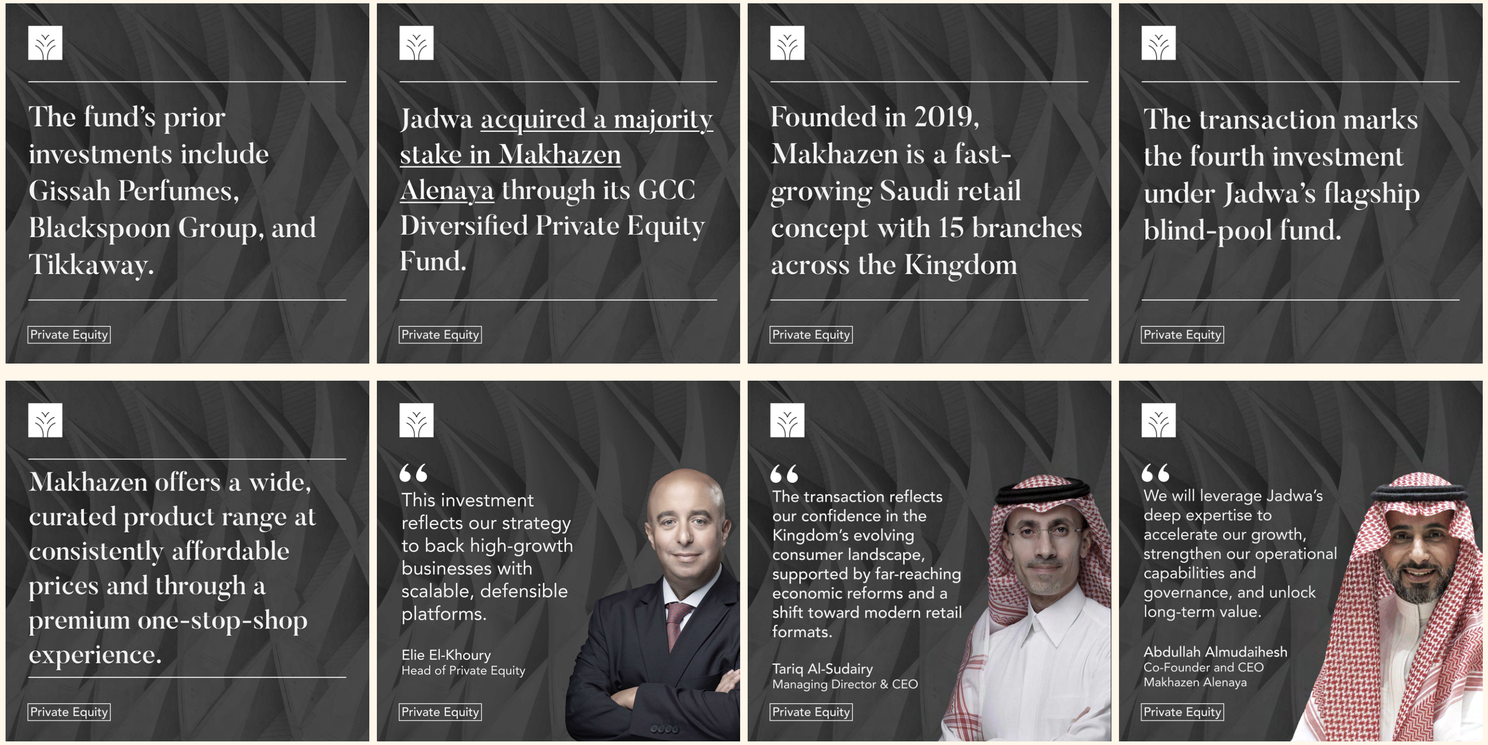






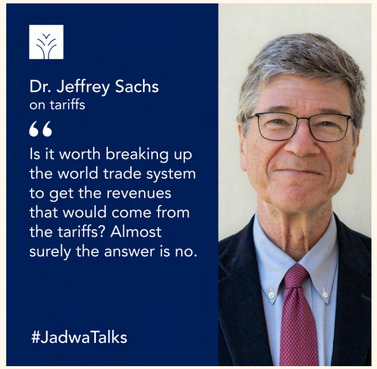


Social media









Social media



Saudi crude production to average 9.4mbpd in 2025, up from 9mbpd in 2024.

#JadwaInsights

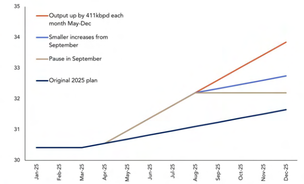
Brent crude forecast updated to $67pb on average for 2025, with prices fluctuating between $63-$65pb in H2.

#JadwaInsights

If WTI price levels stagnate around $60pb then the US shale peak may be closer than expected.

#JadwaInsights

OPEC sees lower prices as a good opportunity to place pressure on higher cost oil producers



#JadwaInsights





إنتاج السعودية من الخام سيبلغ في المتوسط 9.4 مليون برميل يوميًا في عام 2025، مرتفعًا من 9 ملايين برميل يوميًا في عام 2024.

#تحليلات_جدوى

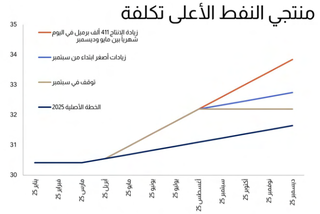
تعديل توقعات أسعار خام برنت إلى 67 دولاراً للبرميل كمتوسط لعام 2025 مع تذبذب أسعار برنت حول 63-65 دولاراً للبرميل في النصف الثاني.

#تحليلات_جدوى

إذا استقرت أسعار خام غرب تكساس حول 60 دولاراً للبرميل، فقد تكون ذروة إنتاج النفط الصخري في الولايات المتحدة أقرب مما كان متوقعاً.

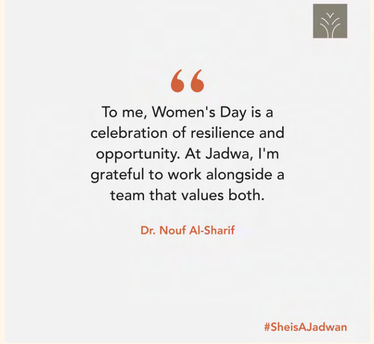
#تحليلات_جدوى

أوبك ترى فرصة جيدة لممارسة ضغط على منتجي النفط الأعلى تكلفة



#تحليلات_جدوى





Email design

Jadwa sends out a number of emails, both internal and external. Most of these emails are text-only, but some are designed. They are either image + text, where I simply design a header, or they are fully designed HTML emails.

I work on the end-to-end process for HTML emails where I design the templates, convert them to HTML, test with the various counterparties, and ensure correct distribution.

Examples of both types of emails are discussed.

EMAIL HEADERS











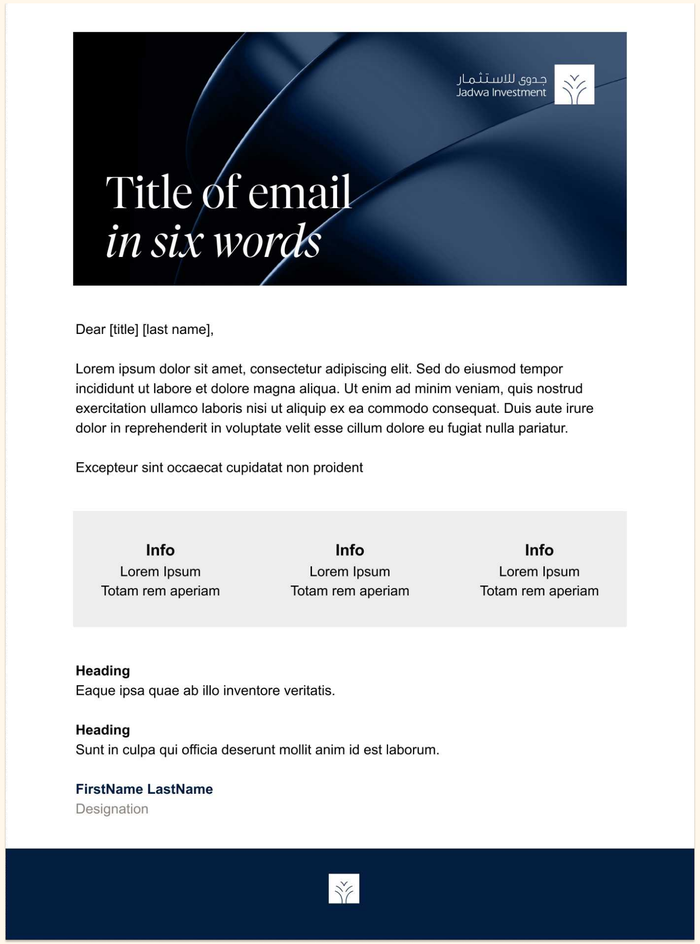






Email design

HTML design

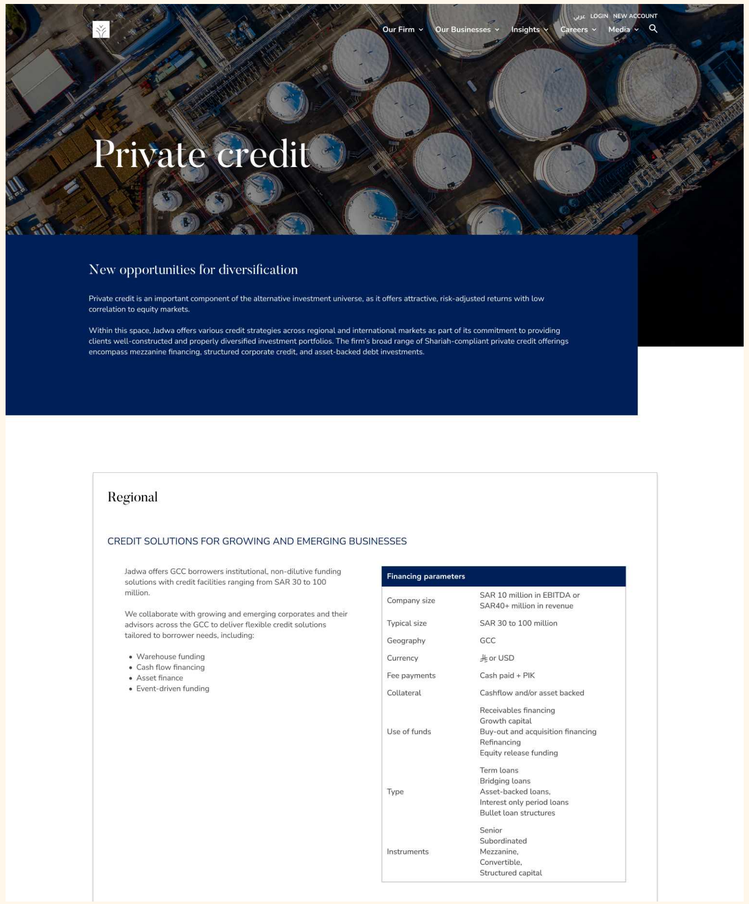


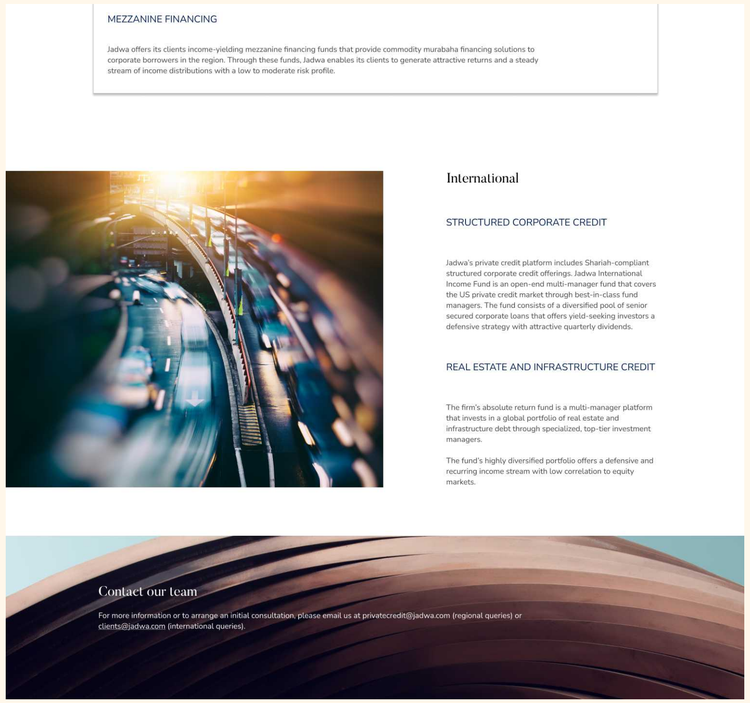


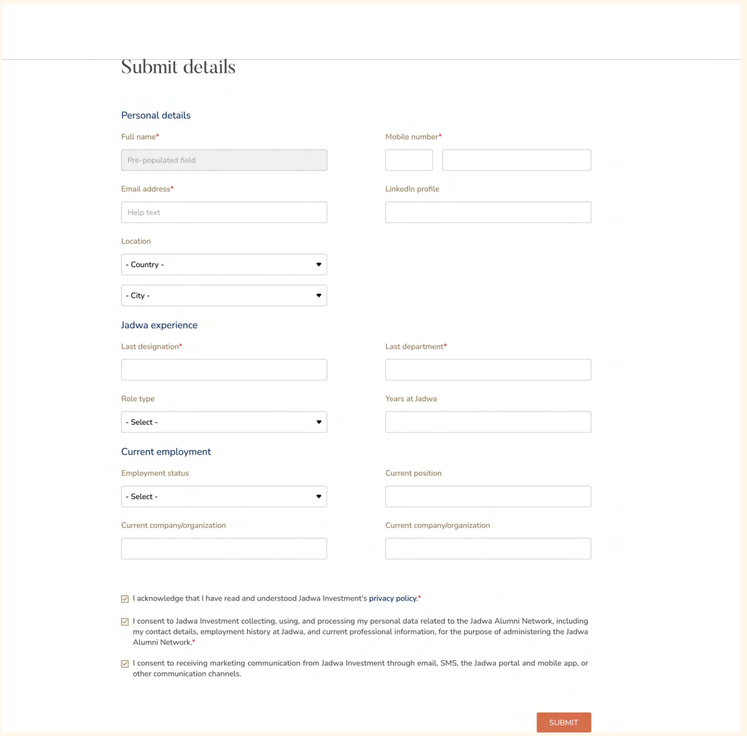


Digital (UI/UX)

The Jadwa website is already in place. However, sometimes additions have to be made. I work on creating the wireframes for the new content, making sure it aligns with the pre-existing flow of the website. Examples are shown below.

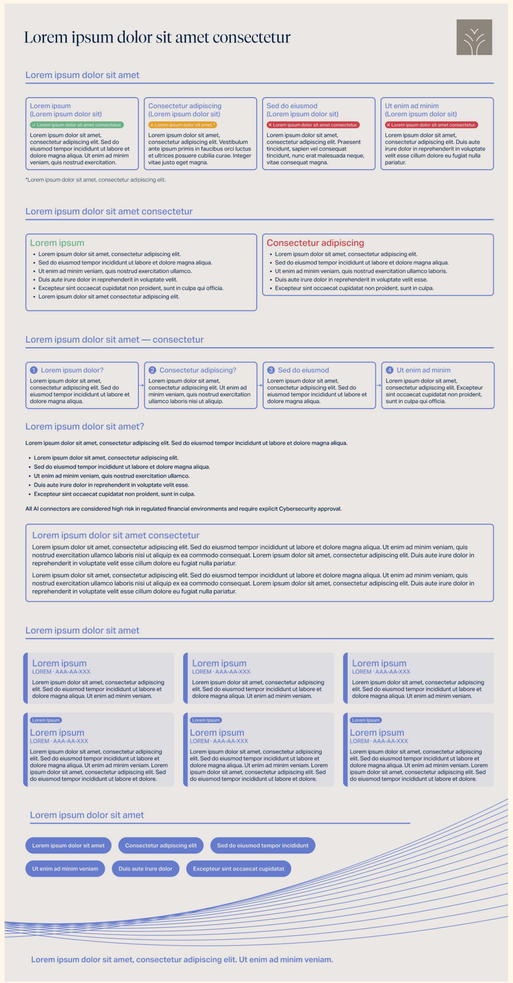






Designed documents

Jadwa sends out designed one-pager documents for internal communication for various occasions. I design them to be digestable, informational and brand-aligned. Examples are shared below.







Internal initiatives

The HR team at Jadwa conducts Employee engagement activities. I design materials to support these initiatives, with the scope of work varying across the initiative.















Day-to-day branding tasks

Apart form individual projects, I serve as the in-house designer at Jadwa for ad-hoc design requests. These include simple mock-ups, annual designs for one-off initiatives, and other similar items. Examples are shown below.











ALGEBRA



Algebra is a niche advisory firm based in Dubai, UAE. specializing in communication, brand management, investor relations, and employee engagement.

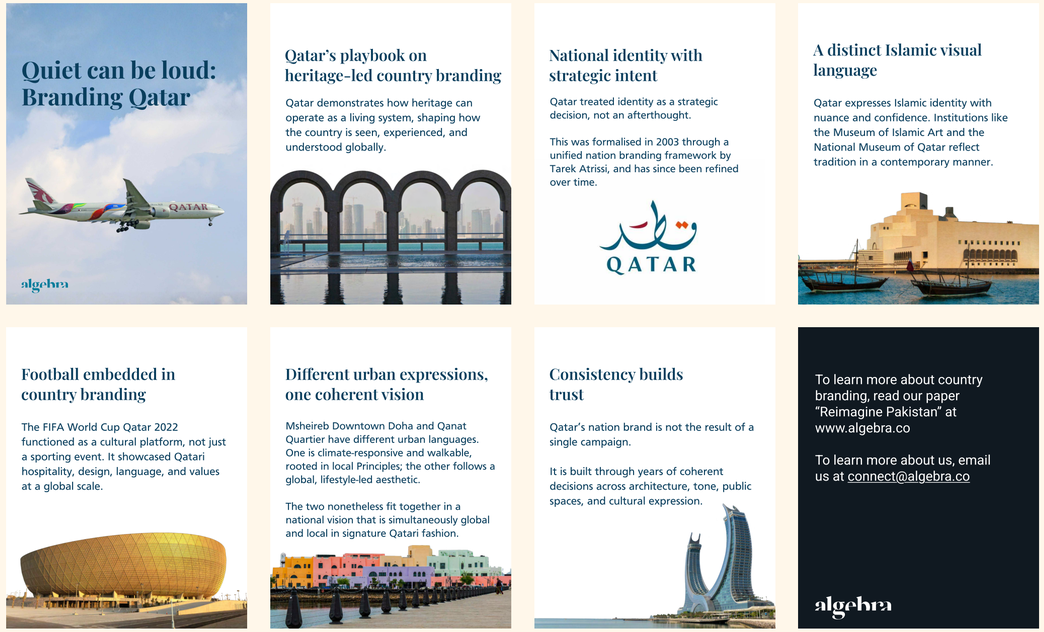
Alongside client work, I lead Algebra's own brand and creative output; building its social media visual identity from the ground up, and growing from a supporting role into leading design independently on the firm's digital and published materials.

Social media

Algebra regularly publishes on LinkedIn across various campaigns in thought leadership. I lead the design aspect of the social media, creating and modifying templates to best amplify the content. The visuals are always chosen to compliment the content while being sophisticated, subtle and metaphorical. Algebra's social media strategy is to evoke ideas and emotions in the reader and the design plays an important part in ensuring so.

Country branding series

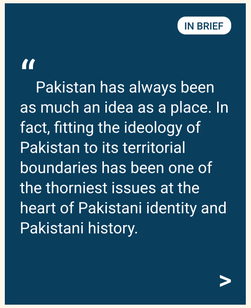


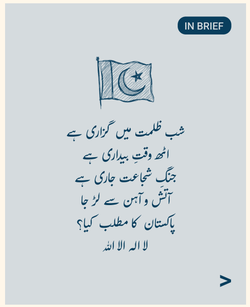


Social media

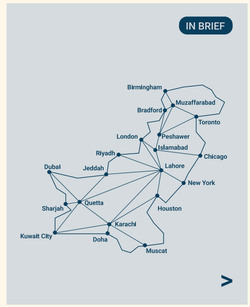
Re-imagine Pakistan series

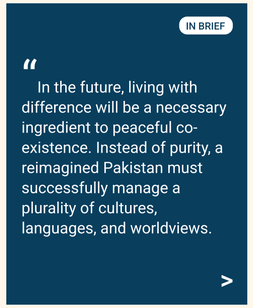




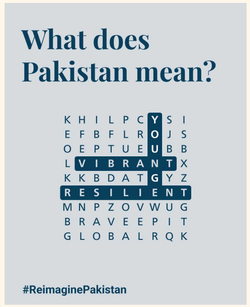


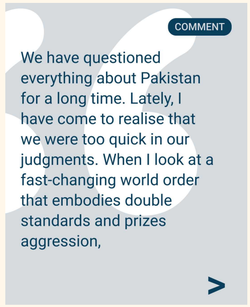


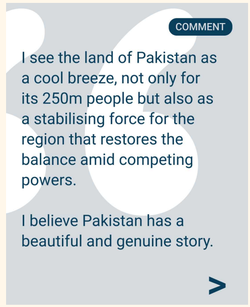


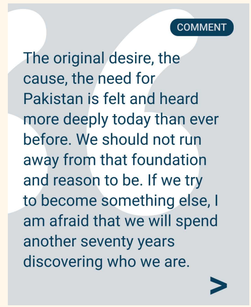


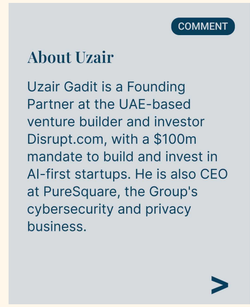


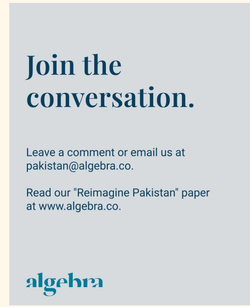


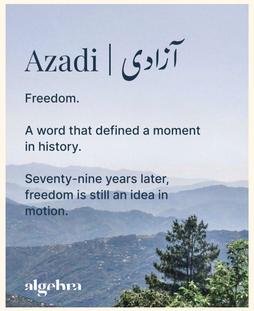




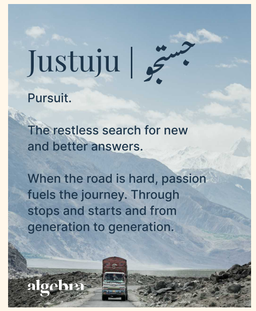




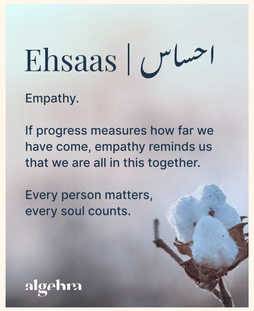


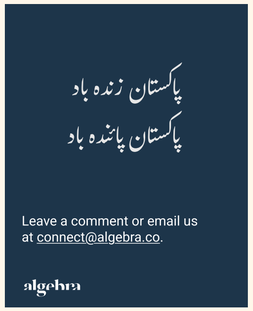












Social media

Geo-political commentary

algebra

Reading the board

Geopolitics as strategy



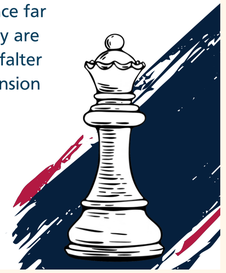
#WarAndPeace >

As messy as it is, war has a clarifying effect. It reveals the underlying dynamics between countries and the options available to each.

We cannot think of countries in one-dimensional terms: strong or weak, large or small, rich or poor. Like pieces on a chessboard, each has unique capabilities and constraints in a competitive and fluid environment.

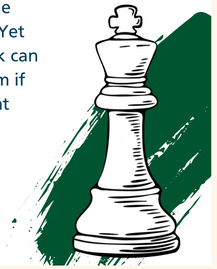
The Queen

Global powers not only dominate their neighborhood but project influence far beyond it. They are more likely to falter from overextension than being outmatched.



The King

Large, wealthy countries can anchor their security through multiple arrangements. Yet proximity to risk can still expose them if the environment shifts.



The Rook

Well-equipped militaries can assert dominance in their immediate environment, using their arsenal or technological superiority to achieve political ends.



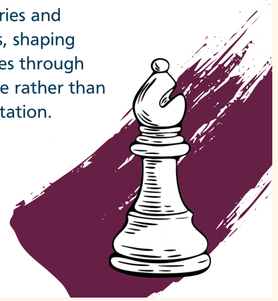
The Pawn

Smaller actors have the least room to maneuver in a hostile environment. They often ally with or against competing powers out of necessity.



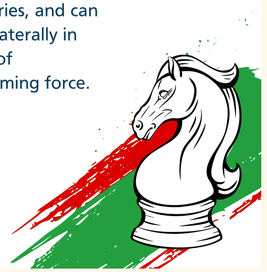
The Bishop

Middle powers can move across boundaries and alliances, shaping outcomes through influence rather than confrontation.



The Knight

Some actors chart their own path. They identify and leverage asymmetries, and can escalate laterally in the face of overwhelming force.



What is true about geopolitics also applies to strategy and branding: new configurations open up new opportunities.

Assess your capabilities and constraints and read the board before you make your next move.

Join the conversation.

Leave a comment or email us at connect@algebra.co.

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THANK YOU

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