



THE AHDNA GUIDE · دليل عهدنا

Creative Direction

دليل عهدنا



Timeless Warmth

This Guide translates one wedding's identity into decisions you can price, source and build. Read it before your first quote; return to it at every disagreement.

PREPARED FOR

Planner · Florist · Photographer · Venue · Lighting · Catering

One decision that governs every decision

This is not a moodboard. It is a decision reference: every page answers a question you will actually face in production — what we choose, what we refuse, and why. Where a proposal conflicts with this Guide, the Guide governs — not personal taste, and not the current market trend.

WHAT IS INSIDE

- ◆ The wedding identity and its four governing principles
- ◆ Binding specification for palette, materials, light and sound
- ◆ Zone plan, guest flow, and a cue sheet for the night
- ◆ A separate brief per vendor, plus an approval checklist
- ◆ Five moments that cannot be recovered, each with a named owner
- ◆ Pre-approved decisions for the night that does not go to plan

WHAT IS DELIBERATELY NOT INSIDE

- ◇ The couple's private story and letters
- ◇ Family names and personal details
- ◇ Budget and commercial negotiation
- ◇ Any personal content that execution does not require

THE IDENTITY AT A GLANCE

IDENTITY

Timeless Warmth

REQUIRED FEELING

Guests should feel they entered a home, not a hall

CATEGORICALLY REFUSED

Cool white light · High gloss · A stage that separates

ATMOSPHERE

Intimate · Refined · Joyful

DESIGN LANGUAGE

Soft lines · Candlelit depth · Natural texture

CITY & SEASON

Riyadh · September evening, indoors

When in doubt, choose warmth over spectacle.

Timeless Warmth

The goal is a night that reads as these two people's home, grown large enough to receive their guests. Elegance is present but never announces itself; every element must bring guests closer to the couple rather than separate them from it.

Scale	Large gestures are built from calm repetition, not shock size: ten mid-height candles beat one oversized centrepiece.
Line & form	Soft arches and matte edges. No sharp glossy angles, no performative geometry.
Texture	Every surface should invite touch: linen, wood, brass, wax. Shine is permitted only in glass and candlelight.
Repetition	One element repeated intelligently creates identity; five different elements create noise.
Meaning	Any element that cannot be explained by the couple's story is cut — beauty alone is not a justification.

ALWAYS

Crystal and gold candelabra with ivory tapers, lit

Floor-length ivory linen, pressed and immaculate

Seating that allows conversation without raised voices

Abundant white florals — garden rose, hydrangea, orchid, eucalyptus

Framed thresholds that prepare each transition

NEVER

Coloured uplighting of any kind — purple, pink, blue

Artificial or plastic-looking florals

A kosha so high it separates the couple from the room — two steps maximum

Large screens or performative smoke effects

Any element without an explainable personal meaning

The palette below is binding. Approximate distribution: 70% ivory and white, 20% champagne gold, 10% blush and green — no fourth colour is permitted to enter the room.

Luminous Ivory #F2EDE4 Base — drapery, linen, florals	Champagne Gold #C9A66B Frames, chargers, vessels — 20%	Quiet Blush #E8D9D2 Florals only — 10%	Charcoal #2B2B2B Print and fine detail

Linens	Floor-length ivory linen, fine weave, crisp fall — no coloured sashes
Tables	Round, ten covers, floor-length cloth; gold-framed acrylic or velvet chairs
Metals	Champagne gold only — no chrome, no bright silver, no rose gold
Glass	Clear crystal stemware and candelabra; nothing coloured or smoked
Print	120gsm cotton stock, letterpress, charcoal on ivory; Arabic and English at equal visual weight
Flooring	Polished cream marble left visible; white mamsha runner to the kosha
Scent	Light oud at the entrance only — never carried into the dining zone



Round tables of ten — 600 mm per cover · floor-length ivory linen · centre arrangements under 250 mm

Luminous, not loud — one room, one family of colours.

Light is the first piece of décor

LIGHTING SPECIFICATION

- ◆ Colour temperature 3000–3200K warm white throughout — no coloured light anywhere
- ◆ Chandeliers lit and dimmable; the room reads bright, never dim
- ◆ Three layers: chandeliers, drapery wash, table candlelight
- ◆ Every source except the chandeliers concealed — no visible trusses or par cans
- ◆ A lighting test two days prior, with the photographer present

SOUND & MUSIC

- ◆ An oud opens the night — a whisper, not an announcement
- ◆ Dinner sound level not to exceed 65dB
- ◆ No microphone announcements beyond two pre-agreed moments
- ◆ One single zaffa peak — never repeated
- ◆ A deliberate silence before the father’s words — no background music

CUE SHEET — THE ARC OF THE NIGHT

20:00	Reception	Live oud, Arabic coffee at the door, entrance light at 30%
21:30	Couple’s entrance	Aisle by candlelight only; music begins as a whisper, then grows
23:00	The father’s words	Full silence, directed light on the table, no flash photography
23:30	Celebration	One zaffa, rhythm rises, light deepens toward the kosha
01:00	Farewell	Candles only; keepsake gift handed at the exit



Three light layers — chandeliers · drapery wash · table candlelight, all 3000–3200K warm white

Florals to be breathed in, not performed

Varieties	Garden roses, ivory peonies, eucalyptus, olive branch — seasonal and local where possible
Colour	Ivory, palest blush, dusty green — no red, no fluorescents
Height	Table arrangements under 25cm so sightlines across the table stay open
Style	Loose and organic, as though grown in place; no perfect symmetry, no manufactured pyramids
Candles	Candles woven between florals, never above them, at varied heights
Refused	Artificial stems, sprayed colour, gypsophila as filler, glossy orchids

KOSHA & STAGE

- ◆ A soft arched backdrop in natural material — linen and wood, never acrylic
- ◆ Light deepens gradually toward the kosha, with no hard spot
- ◆ Platform height 15cm maximum; the couple stay near guest level
- ◆ One shared seat or two placed close — never two distant thrones



Kosha — floral arch about 5 m wide · platform two shallow steps · gold vessels at both corners

Five zones, one feeling

Each zone owns exactly one emotional objective. A zone that does not deliver its feeling has no value, however beautiful it looks.

- | | | |
|-------|--|--|
| 01 | The threshold
<i>Personal welcome</i> | Brass dallah and Arabic coffee, light oud, light at 30%, florals at eye level. The first 60 seconds set the feeling of the entire night. |
| <hr/> | | |
| 02 | The majlis
<i>Closeness & talk</i> | Low seating placed close, small coffee tables, rugs to absorb sound. No guest should ever need to raise their voice. |
| <hr/> | | |
| 03 | Dinner
<i>Generosity, not display</i> | Long rectangular tables that encourage conversation, table light only, quiet synchronised service with no performance. |
| <hr/> | | |
| 04 | The kosha
<i>A shared moment</i> | Low platform, arched backdrop, candlelit approach. Guests can see the couple from every angle without standing. |
| <hr/> | | |
| 05 | Farewell
<i>A memory carried out</i> | Candles only, keepsake handed by hand, exit framed with florals. The last 60 seconds are worth as much as the first. |



The five zones — threshold, majlis, dinner, kosha, farewell, read along one mamsha

HOSPITALITY & CUSTOM

- ◆ Family elders are received personally and seated nearest the kosha
- ◆ Arabic coffee and dates available all night, not only at reception
- ◆ Separation and privacy arrangements follow the family's preference and are confirmed with the planner in writing

What we ask of each vendor

Planner

OWNER OF THE RHYTHM

Protect the arc of the night: calm that grows into joy, with no performative breaks and no dead time.

MUST PROTECT

Flow between zones, and the deliberate silence before the father's words.

DELIVERABLES

Minute-by-minute run sheet, contingency plan for light and sound, one named contact on the night.

Florist

FLORALS & TEXTURE

Florals that look grown in place, at heights that keep sightlines across every table open.

MUST PROTECT

The 25cm table limit, the muted palette, candles woven between stems.

DELIVERABLES

Full table mock-up 10 days prior, variety and quantity list, seasonal substitution plan.

Photographer

THE MEMORY

Document a low-light night without changing it: candid over posed, meaningful detail over set pieces.

MUST PROTECT

No direct flash during silent moments; guest privacy respected throughout.

DELIVERABLES

Lighting test with the lighting team, 6 selected frames within 48 hours, full archive within 3 weeks.

Venue

THE SPACE

Divide the space into five legible zones and ensure the threshold reads as the entrance to a home, not a hotel lobby.

MUST PROTECT

Agreed light levels; concealment of anything institutional (signage, over-lit exits).

DELIVERABLES

Scaled zone plan, written confirmation that real flame is permitted, sound test in the empty hall.

Lighting

FIRST DÉCOR

Make the room luminous without making it flat: chandeliers, drapery wash and table candlelight, all 3000–3200K.

MUST PROTECT

Colour temperature in every corner, and the deepening gradient toward the kosha.

DELIVERABLES

Rig plan, test two days prior with the photographer, a dedicated operator all night.

Catering

GENEROSITY

Unmistakable Saudi generosity delivered quietly: the food abundant, the service invisible.

MUST PROTECT

Coffee and dates available all night; no service interrupting key moments.

DELIVERABLES

Final menu 3 weeks prior, tasting with the couple, timing plan mapped to the cue sheet.

Five moments that cannot be recovered

Everything else in this Guide exists to serve these moments. If they land, the night has succeeded even if something else runs late. Each one has a single named owner agreed before the night, who is doing nothing else while it happens.

The bride's entrance *Owner: planner*

A completely clear mamsha, light falling over ten seconds rather than dropping at once, and music starting two seconds before the first step. No one stands on the walkway but the couple.

Failure looks like: a coordinator crossing the frame, a hard light cut, or a guest filming from the middle of the walkway.

Their first look at each other *Owner: photographer*

At least a metre and a half of space around them. Silent coverage on a long lens — no direction, no second take, no flash.

Failure looks like: asking them to repeat it "for the shot", or a lens half a metre from the face.

Receiving the elders *Owner: hospitality*

Every elder greeted at the door by name, coffee reaching them before they sit, and their seats the closest to the kosha.

Failure looks like: an elder standing to find a seat, or waiting more than a minute for coffee.

The two quiet minutes before the entrance *Owner: lighting*

Two minutes before the walk, the light drops one single step and the music softens. A private remembrance for the family — unannounced and unphotographed.

Failure looks like: an announcement from the MC, or a camera moving in to explain the moment.

The farewell at the door *Owner: planner*

The couple stand at the exit with coffee and the small keepsake ready in hand. No lights go down and no tables are struck while a single guest is still in front of them.

Failure looks like: a crew breaking the room down while guests are still saying goodbye.

Beauty is forgotten. These moments are not.

The plan for the night that does not go to plan

Every night carries a surprise. The difference is whether the decision was made before it arrived. The calls below are pre-approved by the couple and need no new permission in the moment.

The entrance runs late

Extend coffee and the majlis, and push dinner — never the entrance. Do not shorten the walk or rush the music.

Florals fall short

Move flowers from the outer tables to the kosha and the mamsha. The kosha is never reduced; tables are compensated with one extra candle.

A lighting failure

Drop the drapery wash and keep the chandeliers and table candles. Never substitute coloured light, however available it is.

More guests than expected

Add tables around the perimeter, never into the mamsha. The walkway is never narrowed below 2.5 m.

Sound system failure

Fall back to live oud or a backup playlist through a single speaker near the kosha, at a level that still allows conversation.

Heat or crowding

Open the majlis early as a release zone and serve coffee roaming rather than in a standing queue.

ORDER OF SACRIFICE — WHEN TIME OR BUDGET RUNS SHORT

- 01 First: details no guest sees — menu covers, perimeter arrangements, technical extras.
 - 02 Second: the number of table arrangements, keeping the candle and the low height.
 - 03 Third: additional majlis props, keeping the seating itself.
- ◆ Never touched: coffee and dates, the mamsha and kosha lighting, the kosha florals, and the farewell time.

Do not ask the couple in the moment. The answer is already written here.

Before you sign any proposal

Walk this list with every vendor before approval. If a vendor cannot commit to two or more items, they are not the right vendor for this night.

☐ Can the vendor explain “Timeless Warmth” in their own words?

☐ Is every light source warm white at 3000–3200K, with no coloured uplighting?

☐ Do they commit to the 25cm height limit on table arrangements?

☐ Can every element in their proposal be explained by the couple’s story?

☐ Does the proposal bring guests closer to the couple, or separate them?

☐ Is there a mock-up or test before the night, fixed with a date?

☐ Do they accept that this Guide governs in any disagreement?

RED FLAGS

- ◇ “This is what everyone is doing this season” — trend is not a justification
- ◇ A proposal that opens with size and quantity before feeling
- ◇ Refusal to provide a mock-up or test before the night
- ◇ Using someone else’s reference images as a literal build plan

Imagery is generated for this identity, never borrowed

Every image in this Guide and in the Book is AI-generated from this wedding’s identity, in a realistic photographic style, using the specifications below. Where a page still shows a tonal reference plate, that image has not been generated yet — it marks the position and mood only. Treat all imagery as atmosphere reference, never as a literal build plan.

The threshold <i>Guide · p.06</i>	Welcome corner of a bright Saudi hall: gold console with a polished dallah, gold-rimmed finjan cups, a crystal dish of dates, tall white floral arrangement, ivory drapery behind, warm 3000K light, soft reflection on cream marble, no people.
Venue lighting <i>Guide · p.04</i>	Large empty Saudi wedding hall, bright and luminous: crystal chandeliers lit, concealed warm wash glowing the ivory drapery walls, candlelight on round tables, 3000-3200K warm white only, mirror-polished floor with soft reflections, no coloured uplighting, no people.
Floral arrangement <i>Guide · p.05</i>	Close view of a low white arrangement: garden roses, hydrangea and orchid in ivory and palest blush with trailing eucalyptus, in a gold footed vessel on floor-length ivory linen, under 25cm, crystal stemware behind, bright soft light, no people.
Story image <i>Book · p.01</i>	Two gold-rimmed Arabic coffee cups on a pale table by a window, one slightly turned as if just set down, ivory linen with a frayed edge, soft daylight, quiet and unstaged, no faces.
The kosha <i>Book · p.06</i>	Empty kosha in a bright hall: arch of white hydrangea and roses over layered ivory drapery, crystal chandelier hanging within the arch, tufted ivory sofa on a two-step white platform, tall gold vessels of white flowers at both sides, petals on the glossy floor, no people.
Family & hospitality <i>Book · p.11</i>	Ivory lounge seating corner of a luxury Saudi hall: gold-framed velvet chairs around a gold and glass table, white floral centrepiece, dallah and finjan cups on a gold tray, drapery wall behind, bright warm light, no people.

BINDING RULES FOR EVERY IMAGE

Pages showing a line drawing carry an art-direction plate: it fixes the geometry, dimensions and light. The generated photograph replaces it without changing a single measurement.

- ◇ Realistic photographic style only — no illustration, no 3D render
- ◇ No faces and no identifiable people, out of respect for privacy
- ◇ In-image colour temperature must match the lighting spec: 3000–3200K warm white
- ◇ Colour confined to this identity’s palette — no foreign hues
- ◇ Every image is an atmosphere reference; no vendor is asked to copy it literally

A FINAL WORD

“They asked for a night that looks like them. Your work is to protect that resemblance.”

This Guide is drawn from a private conversation between the couple and AHDNA. The story itself stays with them — what you hold is the direction alone, and it is enough to build the night they imagined.





*“We do not design décor. We write down
what your night means, then hand it to the
people building it.”*

AHDNA is a Saudi service that turns a single conversation with a couple into a written identity for their wedding: a private Book for the two of them, and a shareable Guide for the team executing it. No templates and no repeated copies — every file is written from its own conversation alone.

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