RAMI
Branding
& Visual Identity
Designer

Take your time & read about me

About me | Rami jbara

Rami Jabara, born in Syria - a small city called Idlib, born on October ,12 1995, displaced from my homeland due to the war waged by the Syrian regime against the Syrian revolution taking place there - Senior graphic designer specializing in brands and visual identities and graphic designer, in addition to extensive experience in Designing user interfaces for websites and mobile applications. Worked with famous brands in Turkey and won many local awards in design.

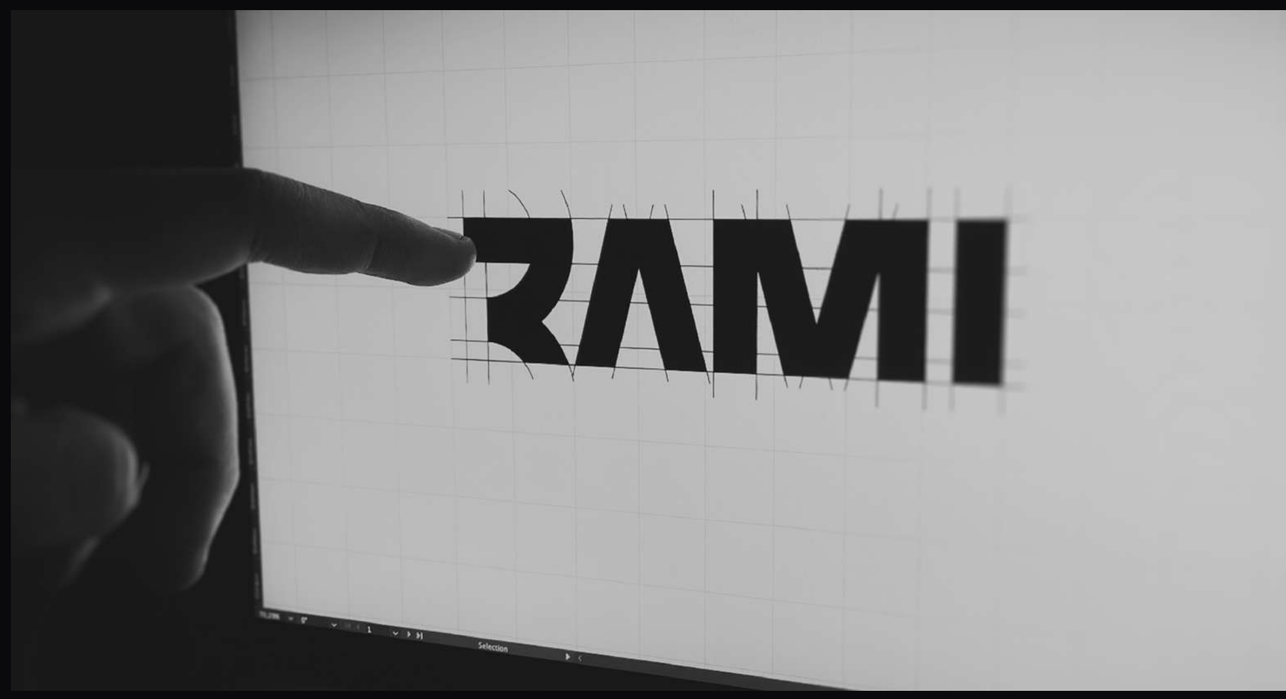
My passion is design, so I always enjoy branding, and I always find some kind of challenge in that, so this time I took a new challenge and created a personal brand.

About the project (Rebrand – 2021)

After I reached an advanced stage in the business and started appearing professionally in front of my clients and in front of everyone online, the need arose to create my own brand and improve my visibility on social media, so the logo, visual identity and branding guiding principles were developed and thus became easily recognizable them and save it.

My first name “Rami” was used in the text logo and it was designed in a balanced and geometric way to give a sense of dynamism, strength, stability and a sense of creativity - I also played the letter R in my name to be the distinctive thing in the logo and not feel that it is only a written text and to distinguish it between text logos .

Br
and
ing



RAMI

Branding
& Visual Identity
Designer

Logo Concept

Simple

The concept of the logo revolves around modernity and simplicity, where the letters of my first name (Rami) were taken into account and focus on the first letter to make it distinct from the rest of the letters, in order to attract attention and make it. abnormal.

As I simply just want to focus on my name and pronounce my name correctly and keep this name in the mind of the viewer or customers, so my best option was to go towards text logos and simplify the matter to a large extent.

Memorable

We also see that the logo is very simple and easy to remember as the viewer will remember the logo based on the shape of the alphabet in the English language, as he will be able to draw the logo for the first time he looks at the logo and the name will be pronounced without any problems in the rest of the languages That's the simplicity I'm talking about, just make the logo unique, easy to remember and easy to pronounce for the viewer

After

RAMI Branding & Visual Identity Designer

Before

Rami Ijbara
Senior Graphic Designer

Read this — Quotes

” To Think — Outside The Box, You Have To Start From The Box itSelf

Rami Jbara — Graphic designer

I focus on 3 basic things and I always want to reach them in every project I work on, which is modernity, quality and uniqueness, so that the client must reach those stages in his work in front of his target audience,

Brand Colors Concept

Colors i Use

Colors are necessary for any brand in order to communicate its fشinal message through it, so great care

was taken in choosing colors in the process of redeveloping the logo, as I did not adopt solid colors or gradient colors only, but I took the subject to a second stage of work

Hologram Colors for the New Identity

I chose the colors of the hologram to be the colors of the personal brand, as I want to distinguish my brand in front of

everyone and I want the colors to be linked to the visual identity that I design for myself, as this color indicates purity, modernity, development and creativity, so I chose those colors .

Ritch Black
RGB: 10 / 10 / 12
Hex: #0a0a0c

White
RGB: 255 / 255 / 255
Hex: #ffffff

Dark Gray
RGB: 77 / 77 / 77
Hex: #4d4d4d

Light Gray
RGB: 153 / 153 / 153
Hex: #999999

Hologram
RGB: **********
Hex: **********

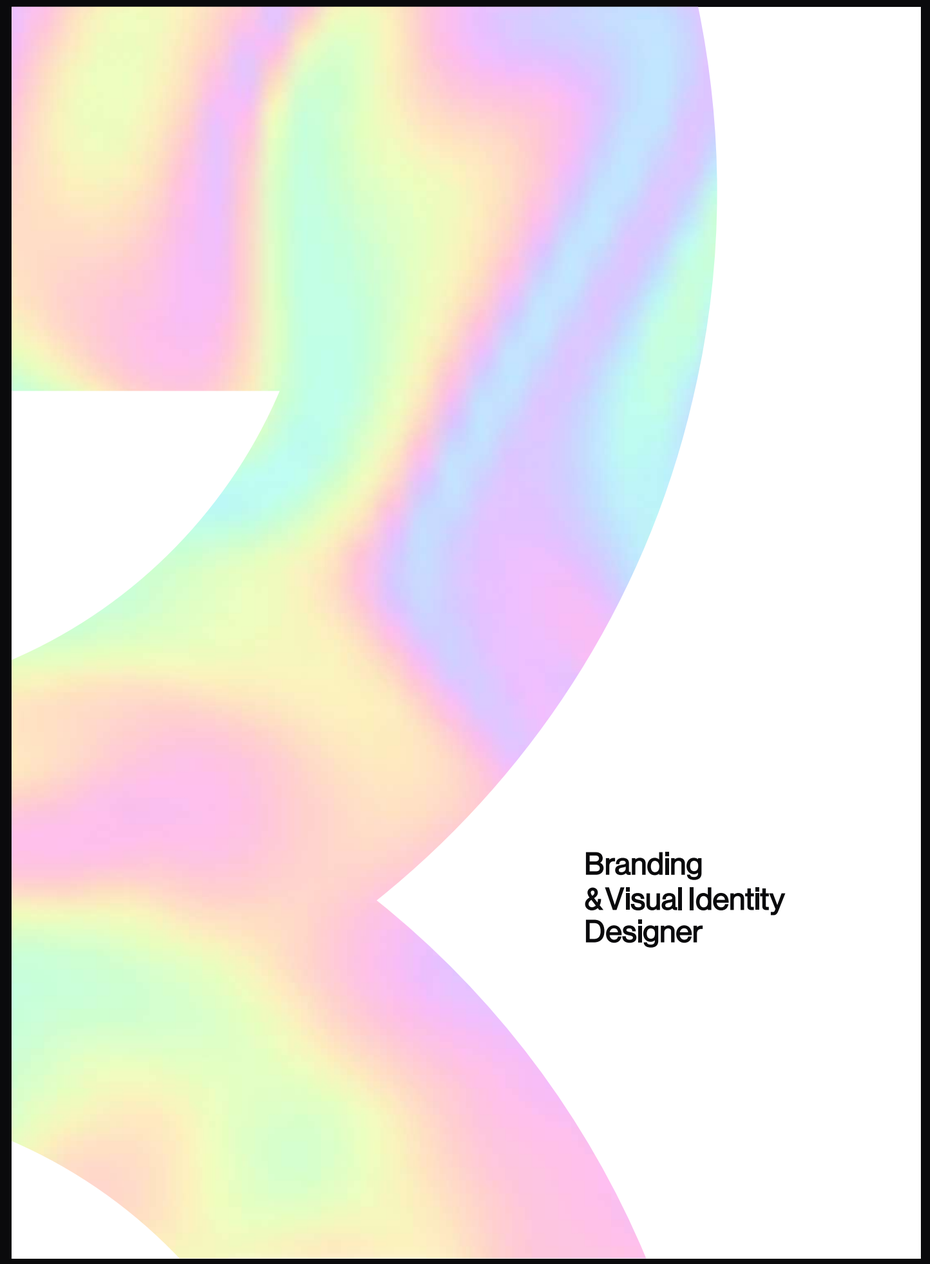
Hologram
RGB: **********
Hex: **********

Design your future

Rebrand – 2021 ®

Rami – Branding Designer

Creativity
is what we do



Branding
& Visual Identity
Designer

RAMI Branding & Visual Identity Designer

Rami jbara
Brand Designer

Presentation:

Designer: Rami jbara
Brand by: Rami jbara
Date / 2021

Project

After I reached an advanced stage in the work and began to appear professionally in front of my clients and in front of everyone online, the need arose to create my own brand and improve my visibility on social media, so the logo, visual identity and brand guidelines were developed and thus became easy to recognize and memorization.

My first name "Rami" was used in the text logo and it was designed in a balanced and geometrical way to give a sense of dynamism and movement in the logo – It was also designed on the negative space to give a sense of focus to solve the puzzle.

21 – TR RAMI

GRAPHIC DESIGNER

REBRAND

Branding.

Perfect typography
is More a Science Than an Art,

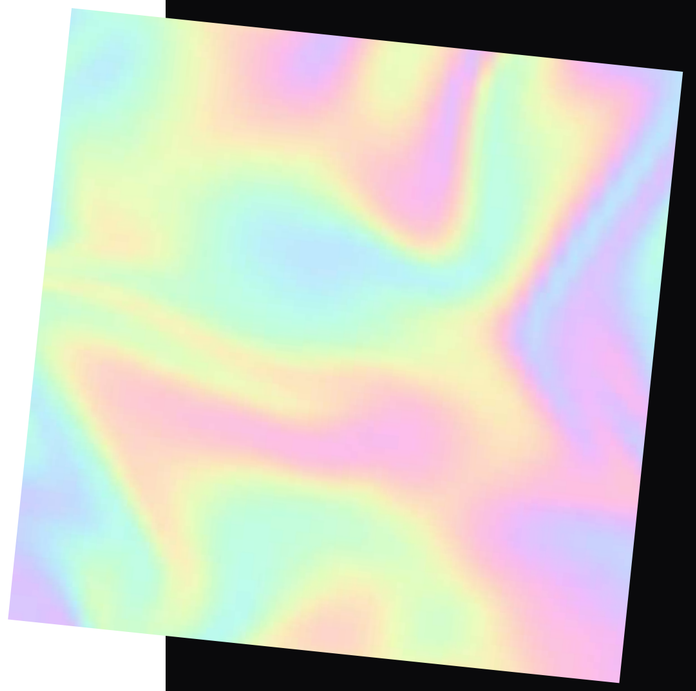
Jan Tschichold

Presentation:

Designer: Rami jbara
Brand by: Rami jbara
Date / 2021

an advanced stage in
began to appear
ly in front of my clients
t of everyone online, the
se to create my own brand
prove my visibility on social
a, so the logo, visual identity and
nd guidelines were developed and
us became easy to recognize and
memorization.

My first name "Rami" was used in the text logo and it was designed in a balanced and geometrical way to give a sense of dynamism and movement in the logo – It was also designed on the negative space to give a sense of focus to solve the puzzle.



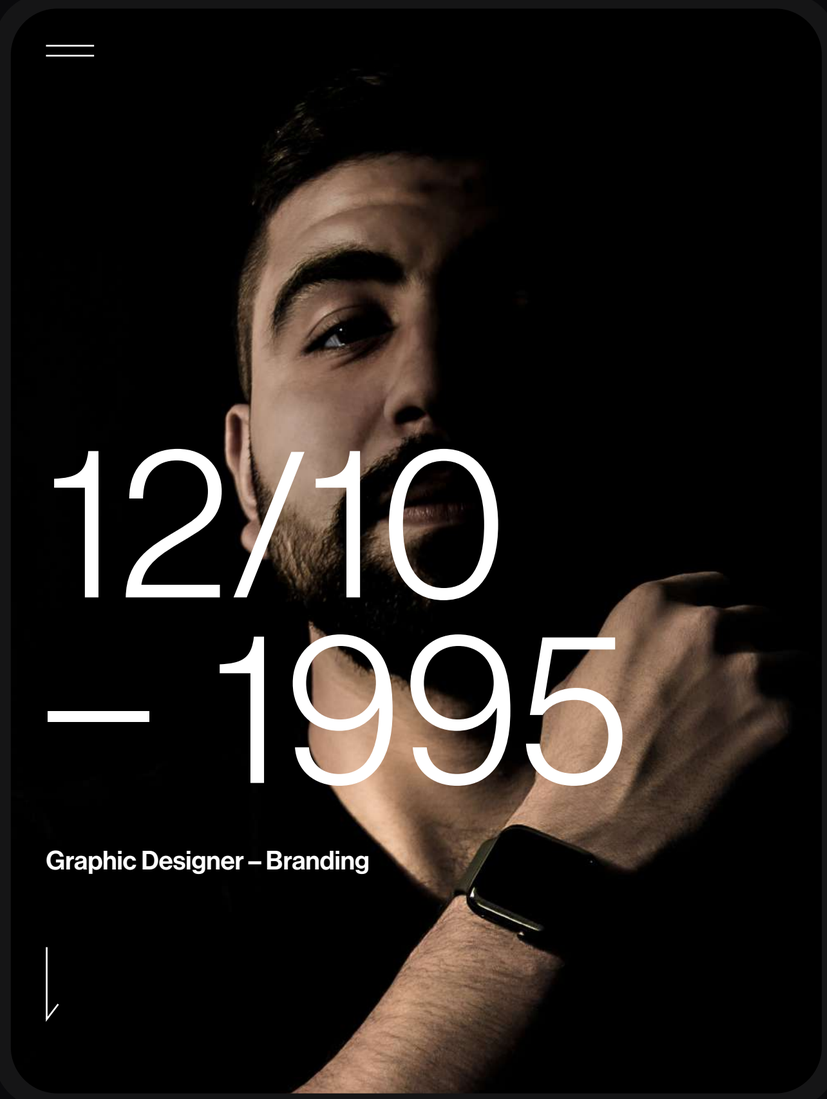
RAMI

RAMI

design your
future now – creativity is
what we do

Facebook ↗
Twitter ↗

Rami
Ahmad Jbara



12/10
– 1995

Graphic Designer – Branding

Rami ahmad jbara

Branding & visual identity desi–gner. Creativity is what we do

Rami Jbara, born in syria in – small city called "Idleb" born date is (1995/10/12), Displaced from my homeland because of the war that is happening there – Senior Graphic designer, Specializing in branding,

Backgound

More than 30 clie–nt I had been worked with, & and more than 25 projects I did in my career as a graphic des–igner, let‘s check them out

Bronz – 2020

The Bronze Company project is a project in the Kingdom of Saudi Arabia, which is a store that includes all international brands specialized in perfumes and accessories. sells them within the Kingdom of Saudi Arabia.

Sun Express – Rebrand

2020 – 2021

Sun Express

Antaderk– Rebrand

2020 – 2021

Antaderk

Investeva Group– Rebrand

2020 – 2021

Investeva Group

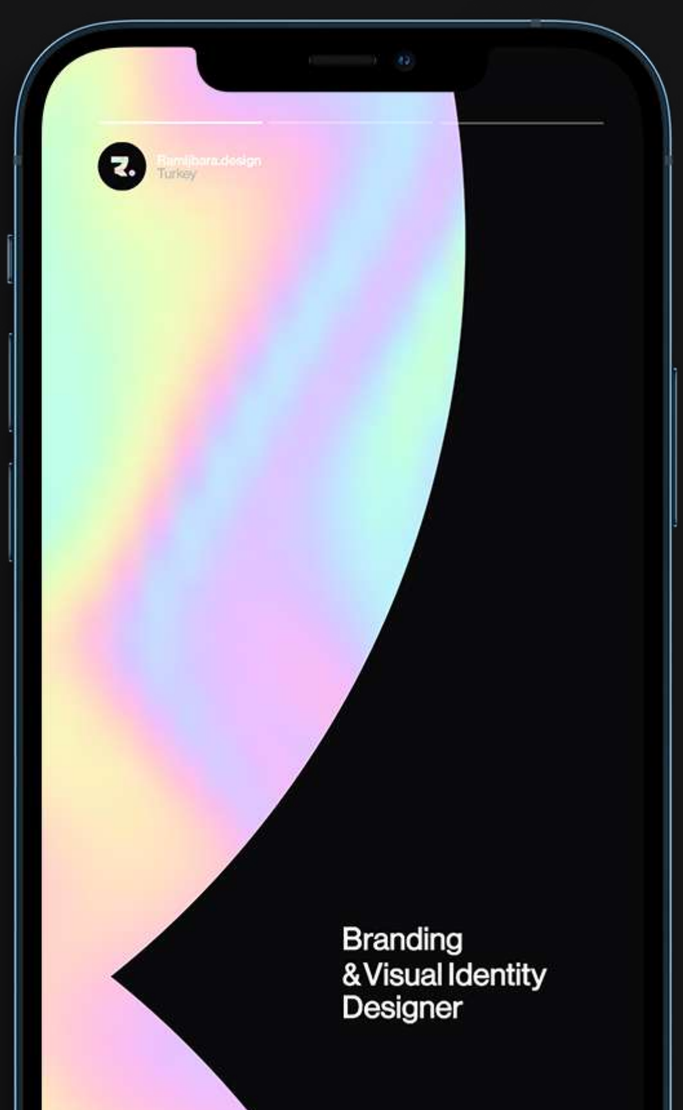
Visual Identity

It‘s all about typo

A visual identity was designed to match the logo, as the typography was mainly relied on in building the identity, as the main reason for choosing this type of work was the degree of my love and passion for the typography, so I wanted to be distinguished by this type of design and identity in my own world

Simple

The visual identity that was designed is very simple as it includes the personal card and the correspondence sheet, and also includes a group of publications such as advertising posters, my mug and some special applications as well.



RAMI Branding & Visual Identity Designer

RAMI

Created by
Rami ahmad jbara

Think
Different and creativity

Branding
& Visual Identity

Be
– different

Branding
21 – Ga Rami Jbara

1957 Birth of a Giant Neue Haas Grotesk's
orig corporation and creative marketing. By the
first recognized a decrease in sales of their
designs were less favored than competitors
especially popular in the emerging
President of the company, Eduard Hoffmann, saw
former Haas salesman and designer, Max Miedinger, to

RAMI Branding & Visual Identity Designer

RAMI Branding & Visual Identity Designer

Rami jbara
Brand Desig

presentation:

Designer: Rami jbara
Brand by: Rami jbara
Date / 2021

Project

After I reached an advanced
the work and began to appe
professionally in front of my
and in front of everyone onli
need arose to create my ow
and improve my visibility on
media, so the logo, visual ide
brand guidelines were devel
and thus became easy to re
and memorization.

RAMI Branding & Visual Identity Designer

Perfect typography
is More a Science Than an Art,
Jan Tschichold

Perfect typography
is More a Science Than an Art,
Jan Tschichold

Perfect typography
is More a Science Than an Art,
Jan Tschichold

Perfect typography
is More a Science Than an Art,
Jan Tschichold

Perfect typography
is More a Science Than an Art,
Jan Tschichold

RAMI Branding & Visual Identity Designer

Hologram
Color

Rebrand
Design project
Date
20.21

Poster design by rami jbara in 2021

Date / 2021

G –17:00
02.02.21

Branding
& Visual Identity
Designer

+90 537 032 05 64
rami.ijbara@gmail.com
Gaziantep — Turkey

Branding
& Visual Identity
Designer

RAMI

Rami – Branding Designer

Rami Jbara — Graphic designer

design your
future now – creativity is
what we do

RAMI Branding & Visual Identity Designer

RAMI

R.

Creation Director: Rami Jbara

Presentation By: Rami Jbara

Photography: Tareq Al—Tabaa

Video/Motion: Rami Jbara

Image source: Unsplash