



WE ARE GHAZI  
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# Hi

## ABOUT ME

AHMED GHAZI WAS BORN IN MANSOURA, EGYPT IN 1991. SINCE MY CHILDHOOD I LOVED THE FIELD OF DRAWING AND COLORING BECAUSE OF MY GRANDFATHER "NASRALL ALKHADRAQUI" MY GRANDFATHER ALWAYS TEACH ME AND ALWAYS TOLD ME TO LOVE WHAT I DO AND TO BE LOYAL IN WHAT I DO AND WHAT I WILL DO. THE STRONGEST ADVICE TO ME WAS TO CONTINUE LEARNING AND DEVELOPING UNTIL MY LAST BREATH. GHAZI IS A SENIOR GRAPHIC DESIGNER SPECIALIZING IN VISUAL IDENTITY DESIGNS AND SOCIAL MEDIA DESIGNS. IN ADDITION TO EXTENSIVE EXPERIENCE IN VIDEO WORK (MOTION GRAPHICS - VIDEO EDITING) I LOVE THE FIELD OF IMAGE MANIPULATION AND I HAVE EXTENSIVE EXPERIENCE IN THIS FIELD. THE WORLD OF GRAPHIC DESIGN IS AN ETERNAL PASSION AND OBSESSION FOR ME. SPECIFICALLY TO DEVELOP MYSELF I HAVE A PROFESSIONAL EXPERIENCE OF 7 YEARS AND I HAVE ALREADY BEEN HONORED IN THESE YEARS THAT I WORKED WITH THE LARGEST COMPANIES IN KUWAIT AND OTHER COMPANIES AROUND THE WORLD. I BELIEVE IN EVERY PERSON WHO HAS A LOVE FOR LEARNING, DEVELOPMENT AND DILIGENCE. I'VE ALWAYS WANTED TO SHOW MY POTENTIAL CLIENTS WHAT I HAVE AND WHAT I CAN DO. THE NAME GHAZI WAS CHOSEN TO BE THE OFFICIAL NAME OF THE BRAND BECAUSE MY FULL NAME IS AHMED MOHAMED IBRAHIM GHAZI AND THIS NAME WAS ALSO CHOSEN BECAUSE I AM FAMOUS FOR THAT NAME IN THE LABOR MARKET.

NOW YOU WILL SEE US  
 NOW YOU WILL SEE US  
 NOW YOU WILL SEE US  
 NOW YOU WILL SEE US  
 NOW YOU WILL SEE US  
 NOW YOU WILL SEE US

## BRAND ATTRIBUTES

- UNIQUE CREATIVITY
- BALANCE
- NEGATIVE SPACE
- SIMPLICITY
- BLACK COLOR
- MEMORABLE MODERNITY

## SKETCHES



## LOGO GRID



GHAZI CREATIVITY  
 GHAZI CREATIVITY  
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 GHAZI CREATIVITY  
 GHAZI CREATIVITY

## LOGO PHILOSOPHY

The logo philosophy section explains the meaning behind the 'G' and 'H' shapes. It states that the 'G' represents 'GENIUS' and the 'H' represents 'HONESTY'. The combination of these two letters forms the brand's identity, symbolizing the intersection of creative ideas and ethical values. The logo is described as a 'visual metaphor' for the brand's mission.

## TYPOGRAPHE

# RUBIK

RUBIK IS A SANS SERIF FONT FAMILY WITH SLIGHTLY ROUNDED CORNERS DESIGNED BY HELMUT HUBERT AND SEBASTIAN FISCHER. RUBIK IS A WEIGHT FAMILY WITH ROMAN AND ITALIC STYLES. THAT ACCOMPANIES RUBIK HORD ONE. A MODIFIED VARIATION OF THE BLACK ROMAN DESIGN. HEIR SAGAN REDESIGNED THE HEBREW COMPONENT IN 2016. ALSO KERNING REDESIGNED THE CYRILLIC COMPONENT IN 2016. THESE FONTS ARE LICENSED UNDER THE OPEN FONT LICENSE.

- RUBIK LIGHT**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
- RUBIK REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
- RUBIK MEDIUM**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
- RUBIK SEMIBOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
- RUBIK BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
- RUBIK EXTRABOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
- RUBIK BLACK**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

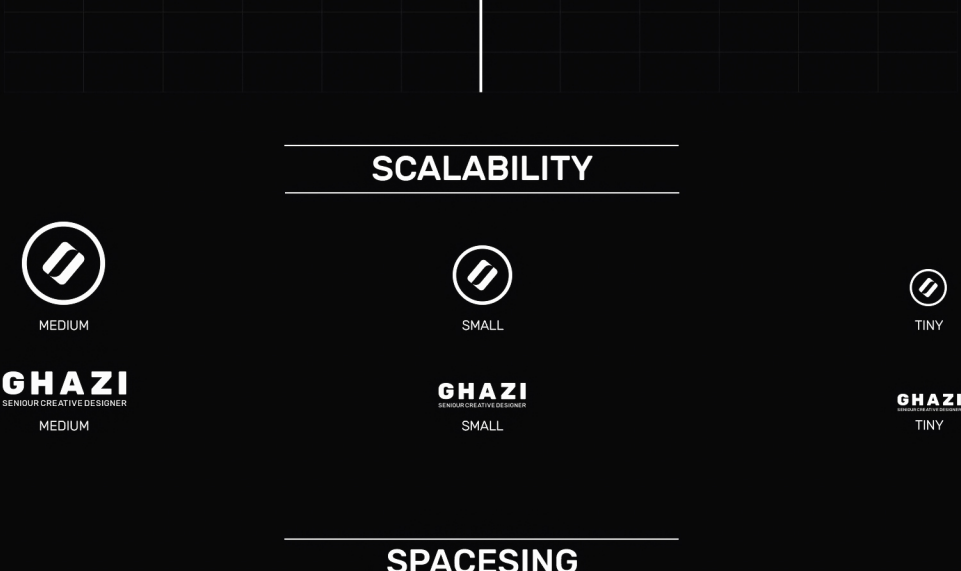
## COLOUR PALETTES

BLACK IS MY FRIEND AND MY FAVORITE COLOUR. IT IS THE COLOR OF STRENGTH AND WISDOM AND EXPRESSES MODERNITY, ELEGANCE AND SERIOUSNESS. AS WELL AS PROFESSIONALISM AND KEEPING PACE WITH DEVELOPMENT. I HAVE ALWAYS LOVED WHITE BECAUSE IT IS THE COLOR OF PURITY, HONESTY, PEACE, CLEANLINESS, SIMPLICITY, MODESTY AND KNOWLEDGE. WE TAKE PRIDE IN THE CONFIDENCE OF OUR CUSTOMERS. SO BLUE HAS BEEN APPROVED AS THE COLOR OF TRUST, HARMONY, CALM, MERIT, TECHNOLOGY AND CREATIVITY. ALL THE ABOVE FEATURES ARE A WIDE EMBODIMENT OF AHMED GHAZI'S PERSONALITY.



REVOLUTION IS COMING  
 REVOLUTION IS COMING  
 REVOLUTION IS COMING  
 REVOLUTION IS COMING  
 REVOLUTION IS COMING  
 REVOLUTION IS COMING

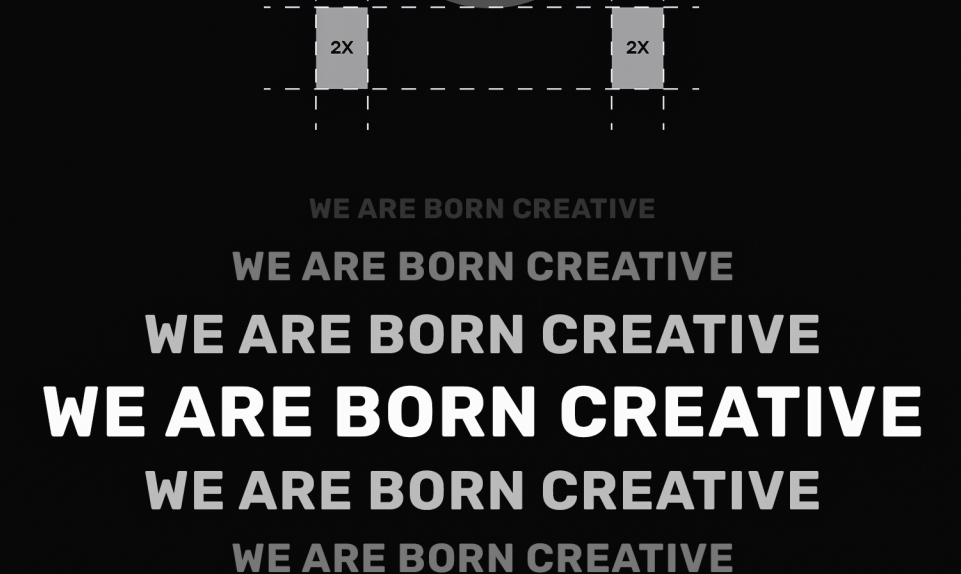
## TEXT IN LOGO



## LOGO VARIATIONS

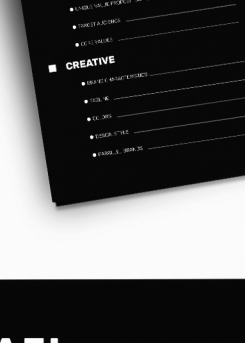


## PATTERNS



## OFFICIAL SIGNATURE

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## BLACK AND WHITE



## BALANCE



## SCALABILITY



## SPACING



WE ARE BORN CREATIVE  
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## VISUAL IDENTITY



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## COPYRIGHT

IMAGE : UNSPLASH  
 GUIDELINES : GLASH  
 PRESENTATION : GHAZI  
 CREATION DIRECTOR : GHAZI



BE MODERN | BE SIMPLE | BE CREATIVE  
 THANKS FOR WATCHING

