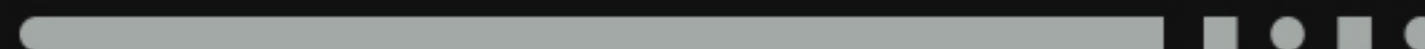


# Hi

First, who is Adnan Akhras?



## ABOUT ME

My name is Adnan Akhras, I am 23 years old, born in Aleppo-Syria at the 6th of June 1999.

studying at the Faculty of Informatics Engineering (ITE) at University of Aleppo and working in the field of graphic design.

It Started as a hobby in editing photos and designing posts, Then i came to see that this field can be more than just a hobby. I began learning and working simultaneously to become what you see today.

Through my journey I was able to grow and reach clients from outside my country (Syria) heading to the Kingdom of Saudi Arabia and Oman, in addition to some European countries such as Germany, Sweden and Malaysia, to be the first fulfillment to a part of my aspirations.

Aspirations and planning are the way to get where you wish. And the arrival is not the end, but a new beginning for a new arrival.





## BRAND EXPLAIN

When dealing with clients for the first time, it can be difficult to see my directions through previous work, especially when someone is a stranger. Building this brand will break the first barrier between me and the customer.

This will also build more trust and respect between the customer and me.

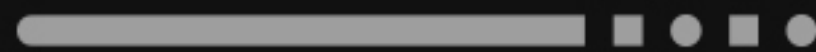
Everything is geomatric in this brand, Circle, square these main brand shapes were chosen for being the main shapes for the rest of the shapes, and we as graphic designers deal with these shapes always.

As for the straight line, it expresses progress, succession, and continuity.



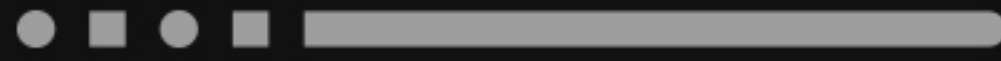
Think like a

# KING



Every successful king has well-thought-out strategies and plans that will benefit him in all possible situations. It is our job as designers to think like kings and devise elaborate strategies and plans that work even in the worst case.





**BOLD**

**SIMPLE**

**UNIQUE**

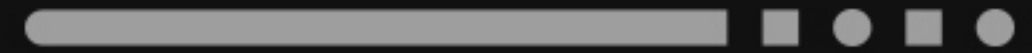
**FLEXIBLE**

**CLEAN**

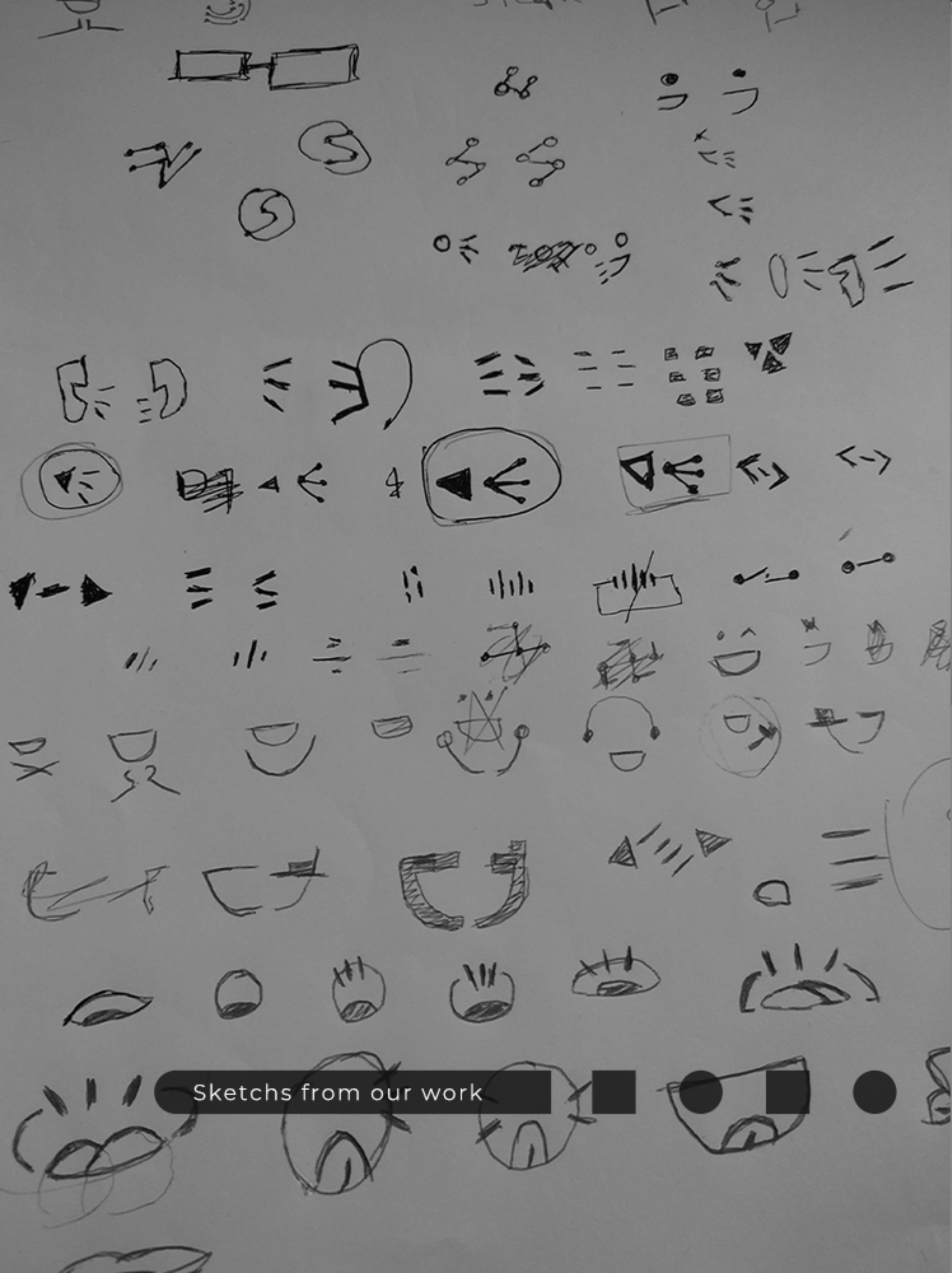
**BALANCE**

**GEOMETRIC**

**MODERN**







Sketchs from our work



# AEDNAN<sup>TM</sup> AKHRAS

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Visual Identity &  
UI/UX Designer









# TYPEFACE USED

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful.



MONT  
**ERRAT**

Typeface

# COLOR STORY<sub>v1</sub>

These three colors were chosen as the primary colors for the brand.

The black color has the advantage of strength and elegance when present, to be the predominant color in my brand design. As for the white color, it expresses purity, serenity and modernity, to create a clear and effective contrast within the brand.

and the mix of them together shows balance.

The third color is blue, which expresses confidence, calm and sophistication. with low In-brand engagement, it makes a nice touch.

(It use a little within this brand, but it is important in the future to focus on some things).



# COLOR STORY<sub>v2</sub>

These four colors were chosen as secondary colors for the brand.

- The red color expresses strength, energy and passion.
- Green represents growth and nature.
- The orange expresses warmth, success and creativity.
- Yellow is the color of youth and expresses happiness and positivity, attracts attention besides the red color.

HEX #FFA500  
RGB 255 165 0

HEX #F96815  
RGB 249 104 21

HEX #39A845  
RGB 57 168 69

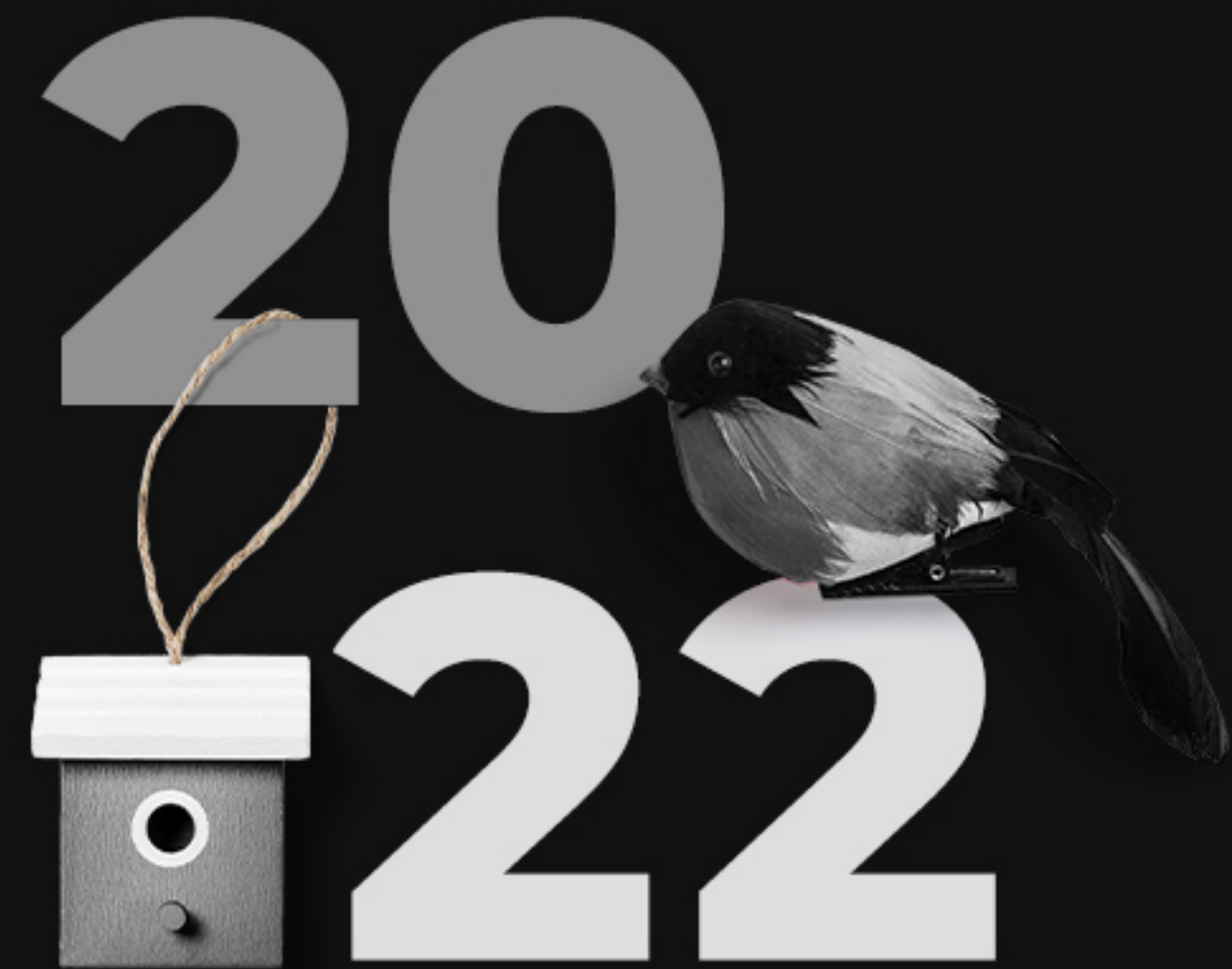
HEX #D01C1F  
RGB 208 28 31

# NEW YEAR<sub>with a</sub> New begining

With the New Year knocking on the doors, it's a good time to start something new.

This year is the year in which my own project will be launched; my personal identity.

I hope it will be Well-illustrated and comforting for the eyes.





With no  
**PLAN** can not  
**STAND**

If you do not have a strong and solid plan to base on it, you will not be able to stand up to your challenges and you will fall to the ground and lose.

Personal brand



**AENAN™**  
**AKHRAS**

Visual Identity &  
UI/UX Designer

2022

Every  
**PIECE** has its  
**PLACE**

The design is similar to assembling a plate from small puzzle pieces, Each piece, depending on its condition, has its own place and cannot be exchanged, These pieces are combined to form the desired painting.

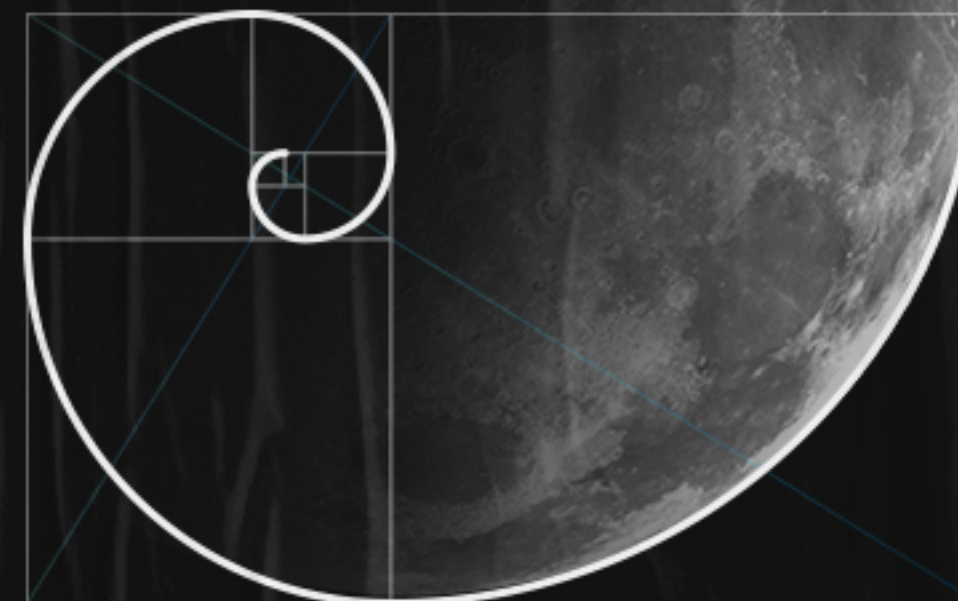


**AENAN™**  
**AKHRAS**

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UI/UX Designer

Personal brand 2022

The Golden rule is the  
**GOLDEN**  
**RATIO**  
that makes  
everything fit



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Visual Identity &  
UI/UX Designer

Personal brand 2022

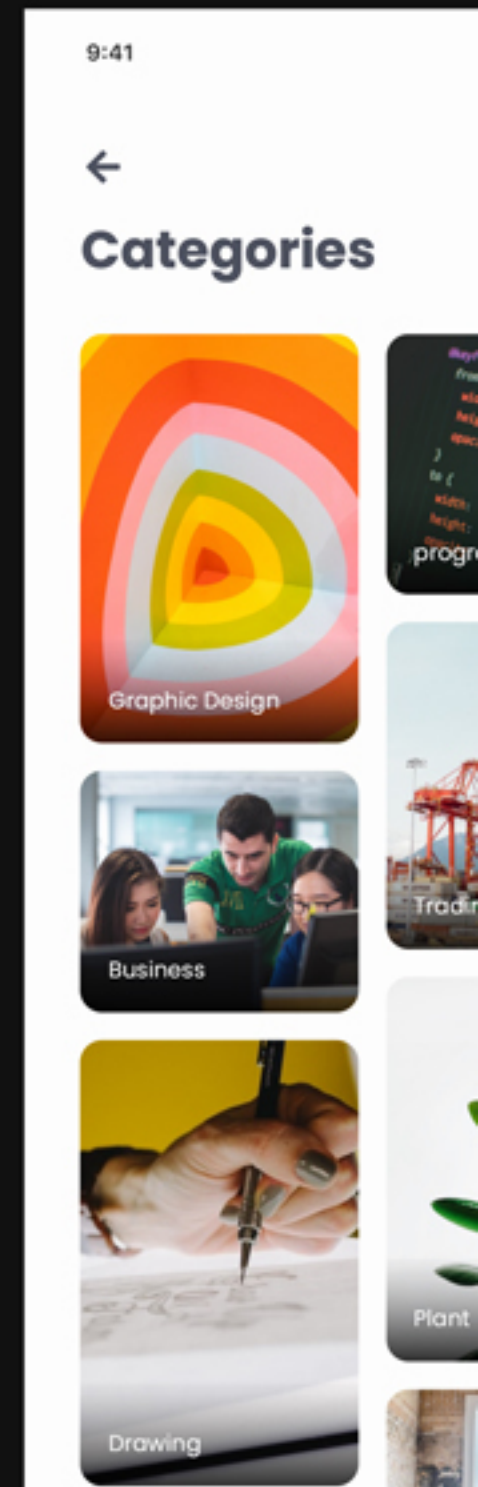
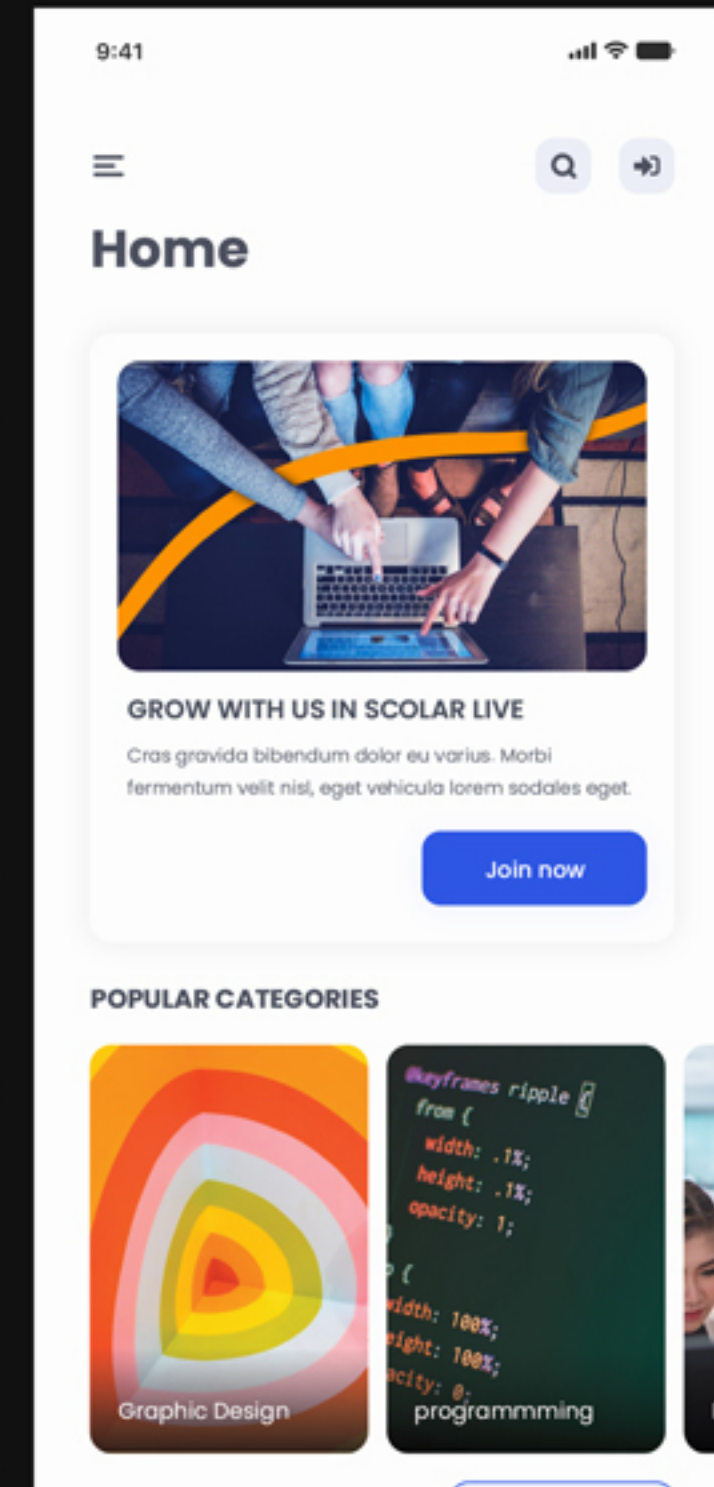
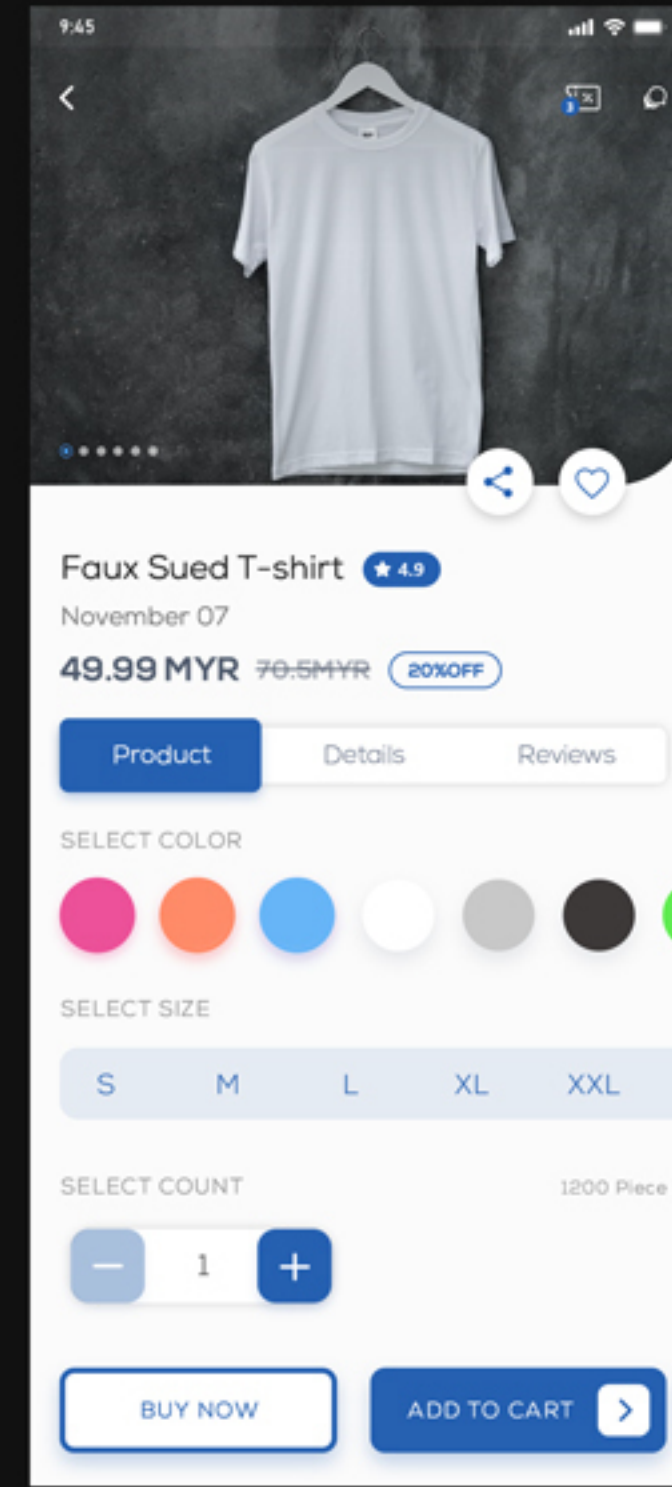
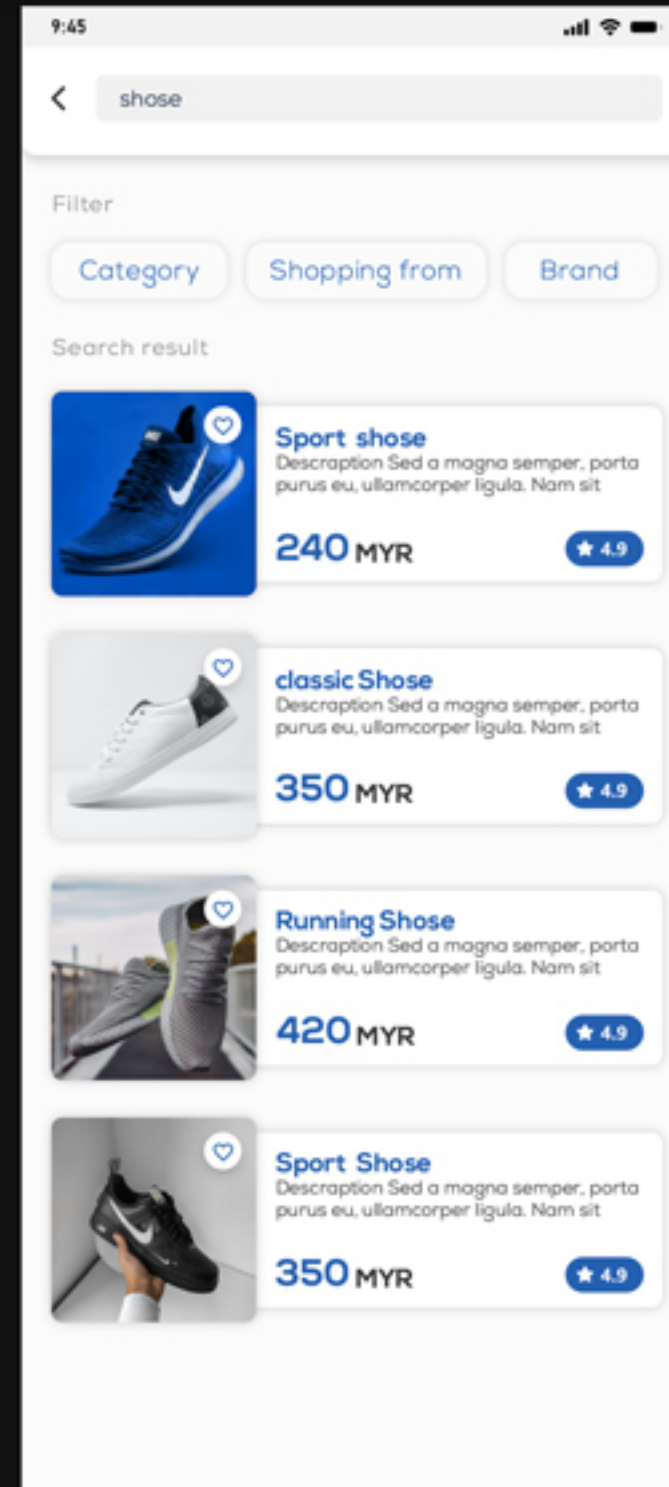
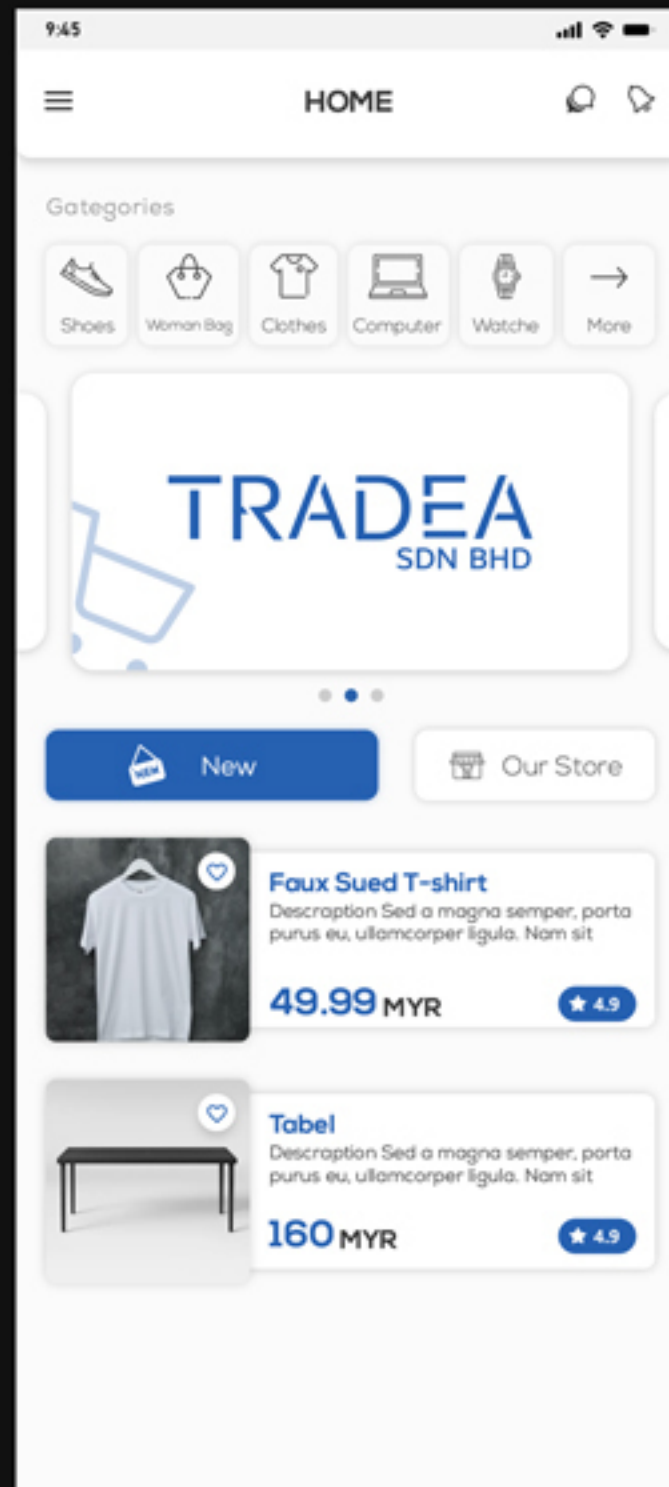


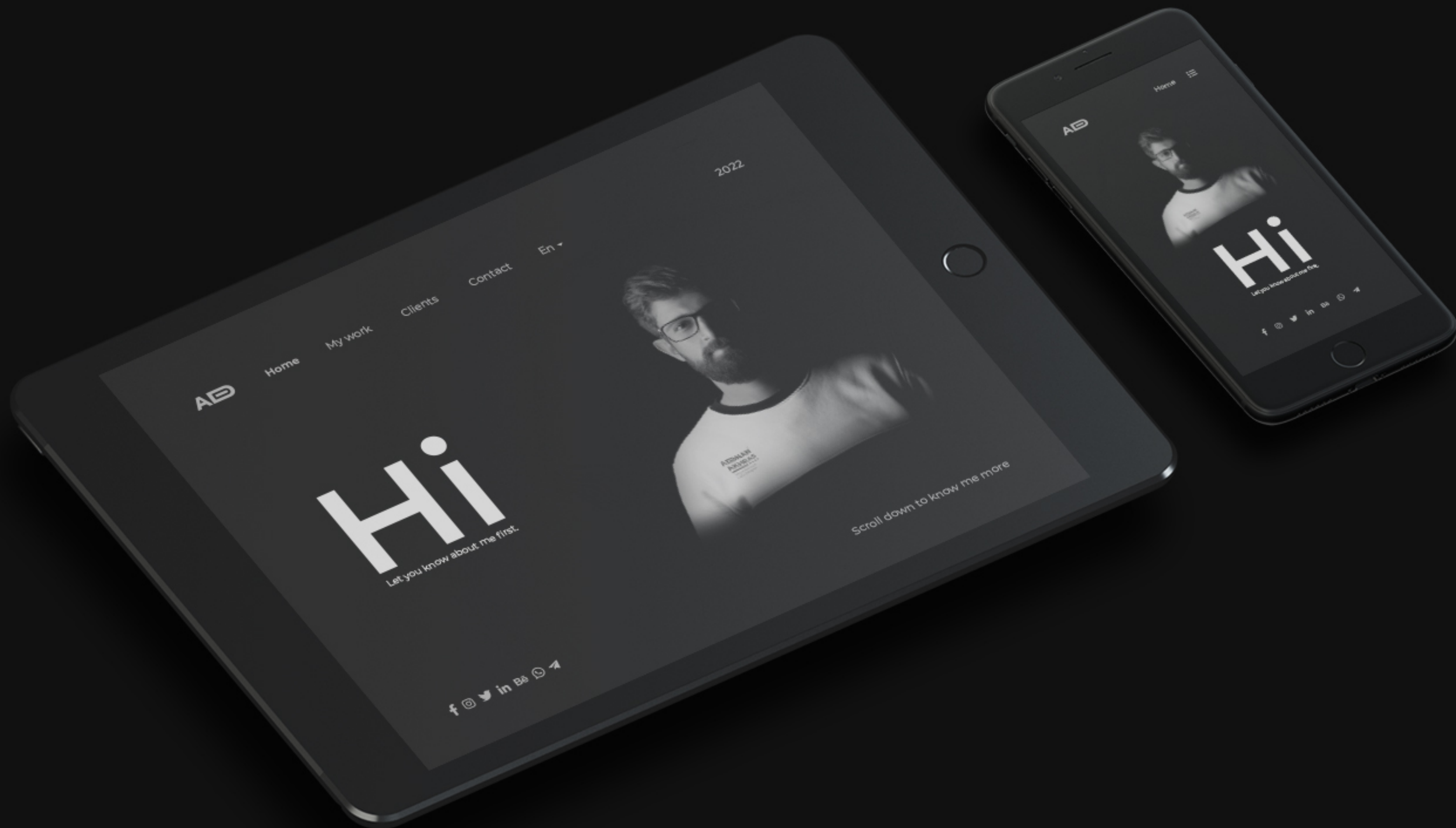




# A little bit of MY WORK

2020 - 2021





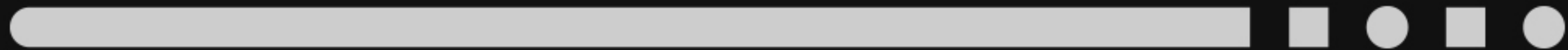






# PROGRESS

is important







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Visual Identity &  
UI/UX Designer



Adnan Akhras 5m

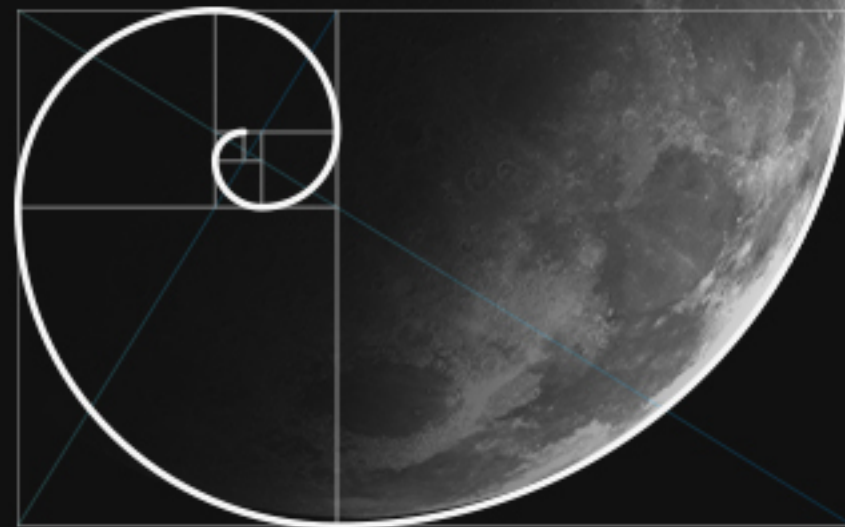


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Personal brand

2022



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Leave a message



Adnan Akhras 5m



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2022



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2022

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Leave a message



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KEEP  
ALL  
WITH  
PLAN

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# Let's Work **TOGETHER**



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**AKHRAS**

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