



About me

Ismail, 25 years from Algeria, **Logo & Brand Visuals Designer.**
I help small and medium businesses to solve their visual communication problems where they don't focus or don't have an appropriate visual identity that aligns with their businesses.

Welcome to my Personal Branding Project!

Ismail Khentache

Challe- nges

Personal, Simple, and Memorable.

The main goal of this project is to make a simple, appropriate, and memorable visual identity that will allow me to apply my future projects and goals. Also, designing something timeless to be integrated with every challenge or trend.

Ismail Khentache

Brand Personality

Brand personality refers to the association of human characteristics and traits with the brand to which the customers can relate. In simple terms, it refers to brand personification. It is the set of human trait and characteristics assigned to the brand.

The concept of brand personality is best understood when we imagine the brand to be a person. How would that person speak? How would s/he behave in certain situations?

This is why I chose these words based on what my Followers said

**Calm, Challenging,
Friendly, Professional
Inspiring, Trustworthy**

Brand Tagline

A tagline is a short memorable description that succinctly and clearly communicates the brand message. This short description acts as the catchphrase of the brand and builds brand personality which, in turn, helps in setting the positioning of the brand in the market.

The story behind the tagline I chose is that I saw many designers use many colors and fonts in their designs and forget to make the design breathe.

Make It Breathe!

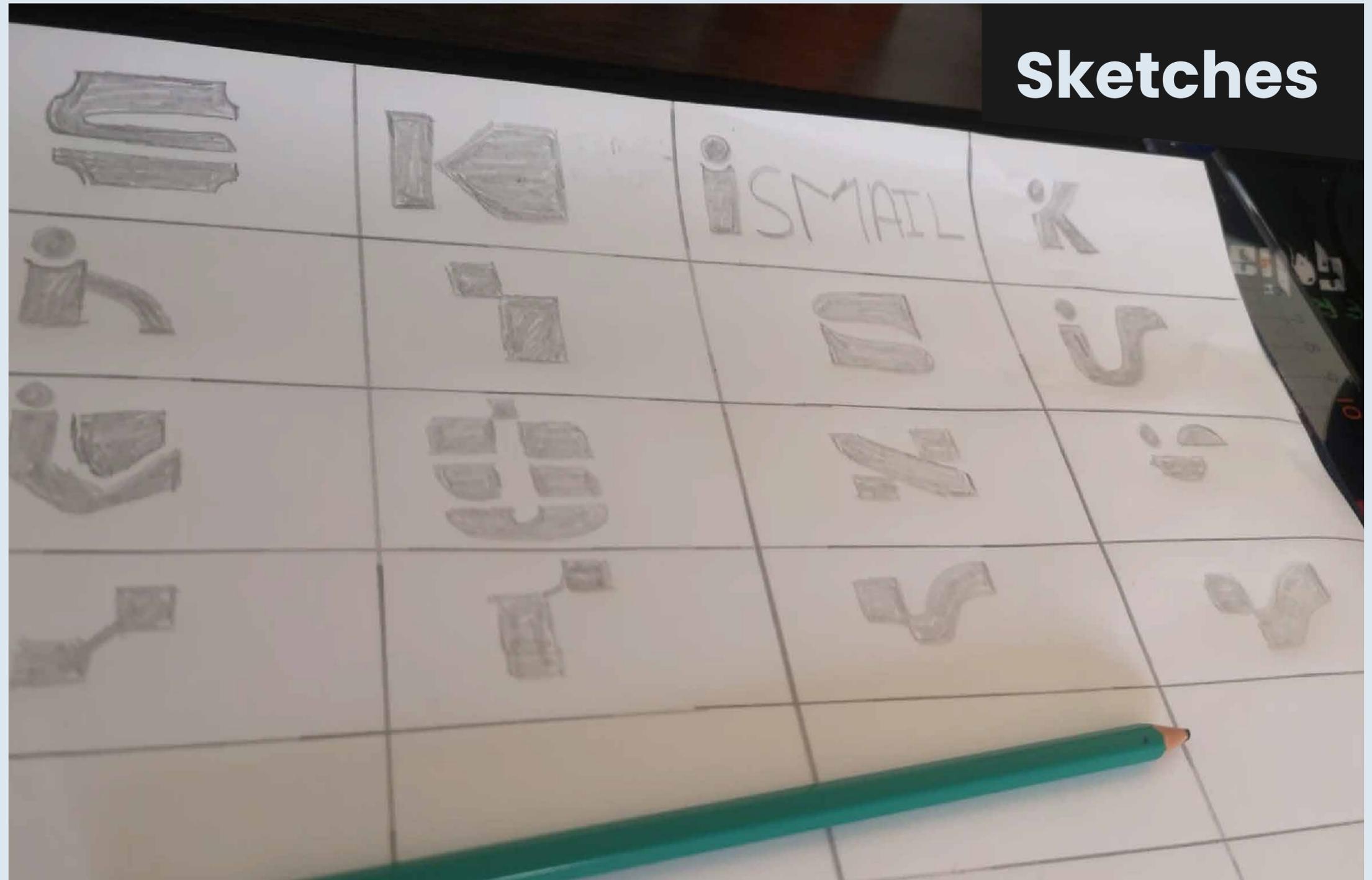
Process

After setting the brief that will guide my work, and other steps of the process. I started making some random sketches as you see in the picture.

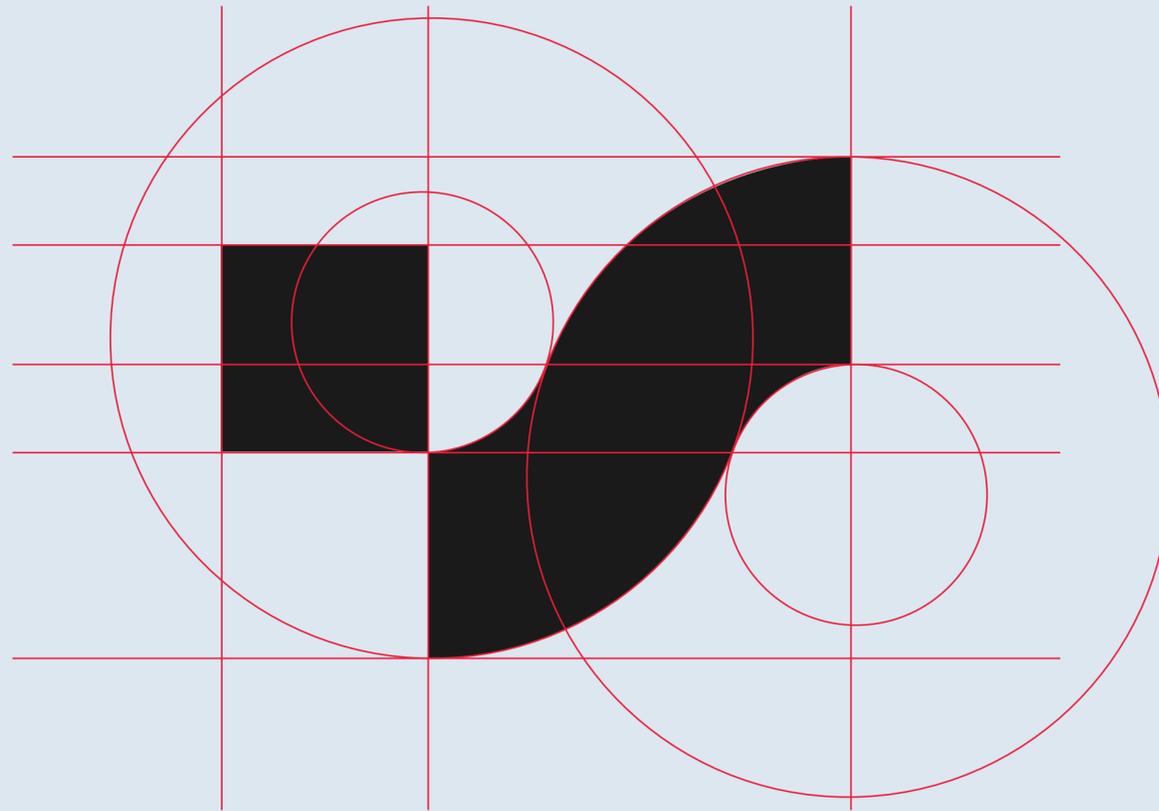
The idea was not clear for me if I make the symbol (I & k) or (I & s), but after thinking and asking, found that the best way to identify me is (I & s) since people know me by my name.

As you see in the last row, the idea is becoming clearer, so I decided to develop it more. I really loved the idea because it works in a great way with my story.

You find below the meaning of the logo.



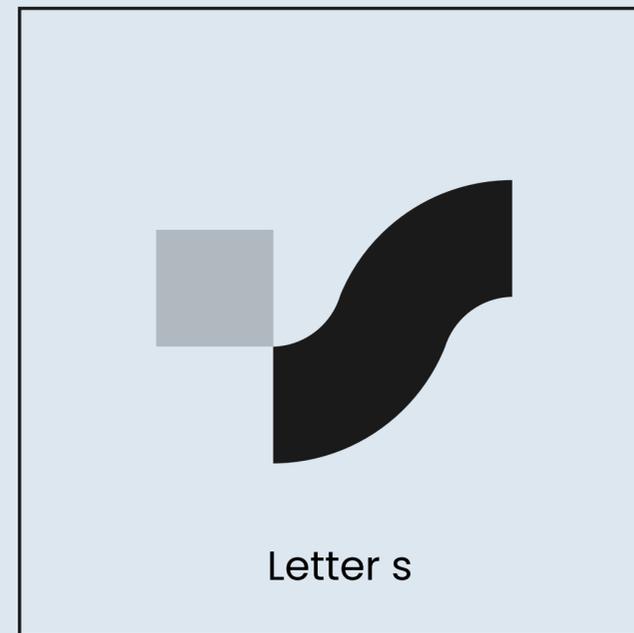
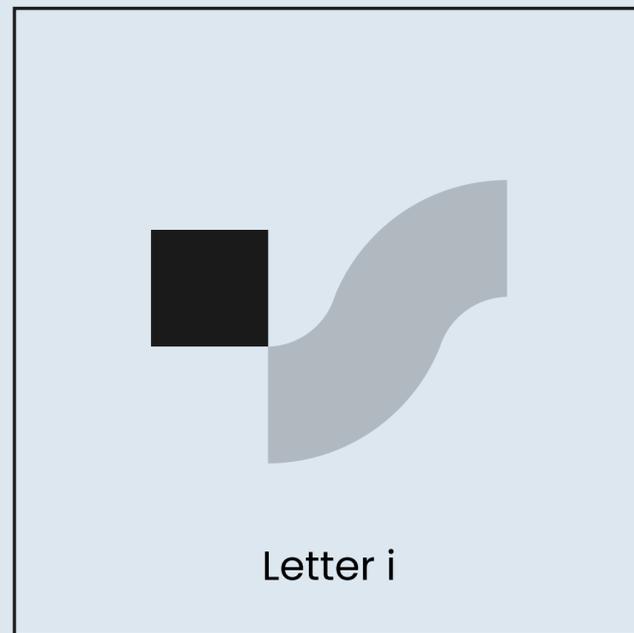
Logo Mark Grids



Logo

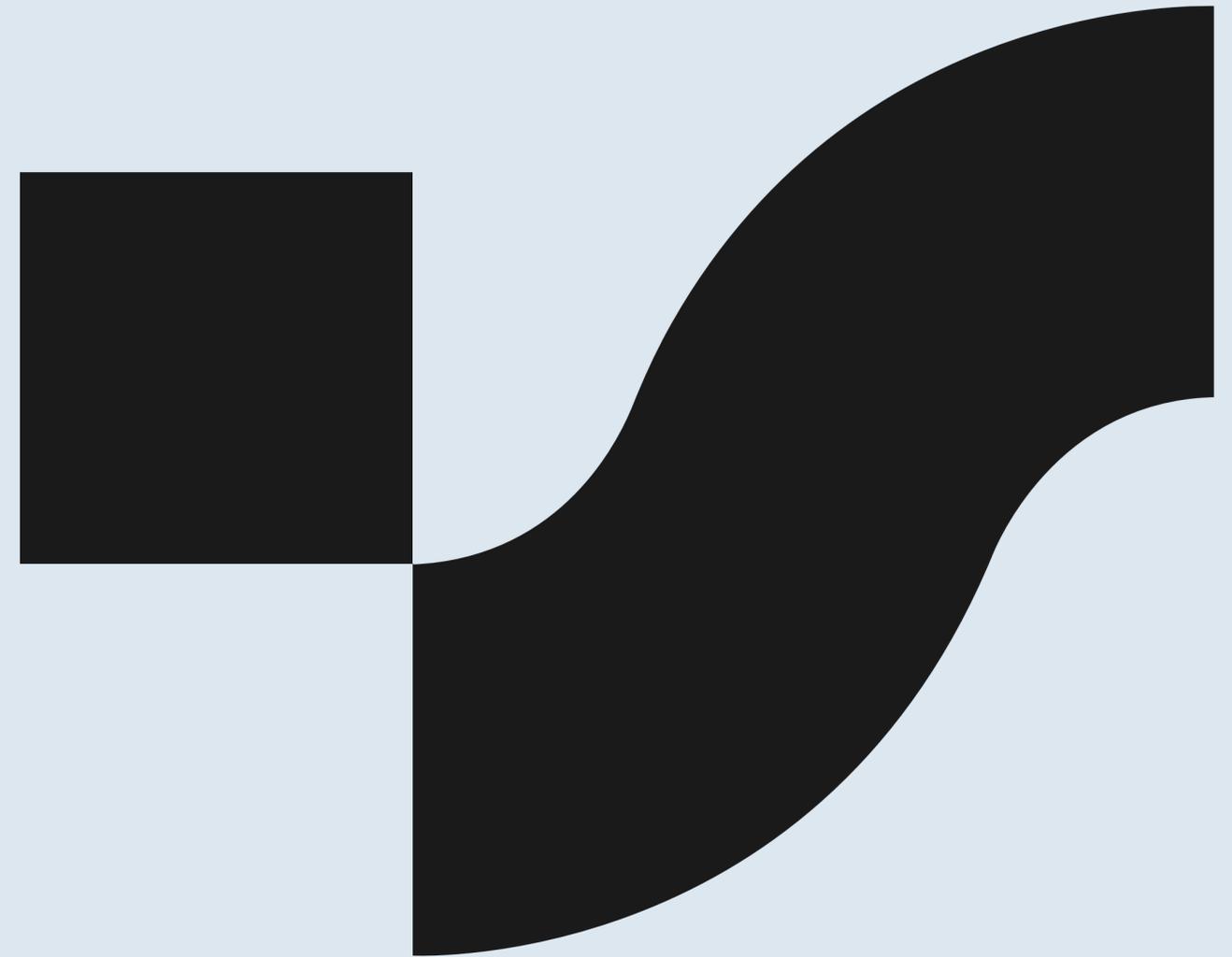


Logo meaning



The idea behind the logo is very simple and strong, I used the first two letters of my first name ISMAIL where I focused mostly on the letter S since the spelling of my name starts with it generally. For letter i I used the negative space.

The story behind this is that we always have been told to think outside the box but to do that we have to know what is inside first. This is why we always start from a closed box then we unleash our imagination, think outside the box, and move forward toward our future.

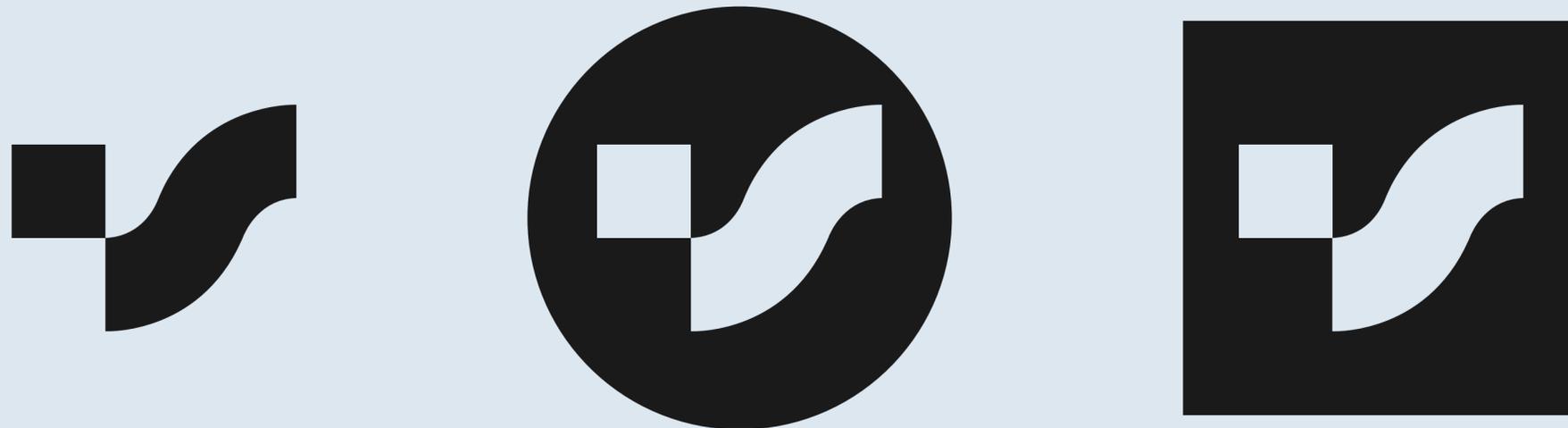


Logo Spacing



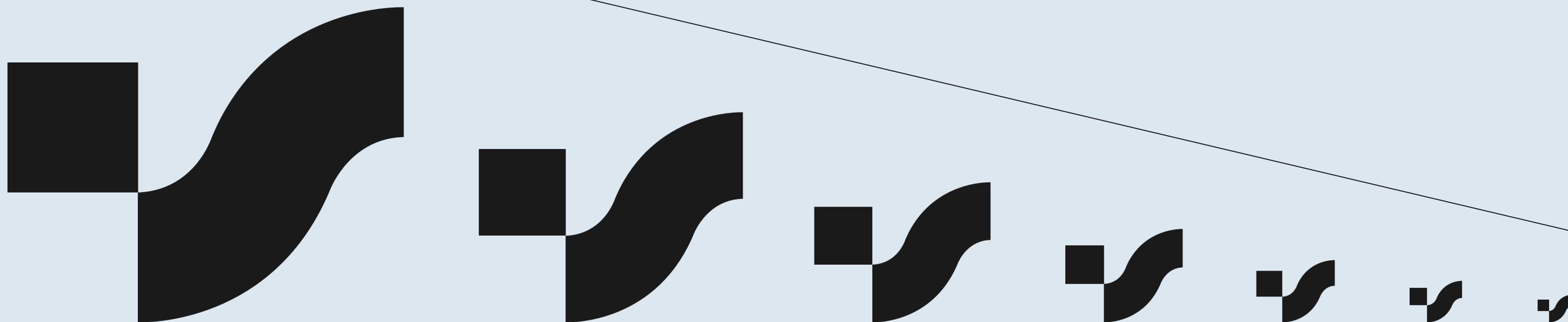
Always keep enough space around the logo and **let it breathe!**

Symbol Variations



Variations to see that the symbol works with different shapes

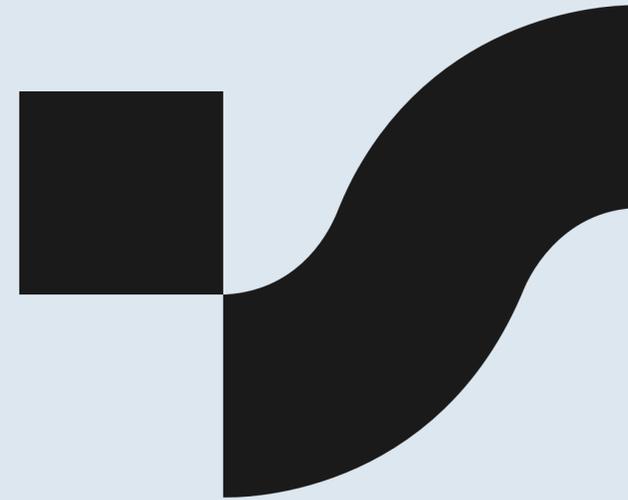
Symbol Different Sizes



Always make sure that the symbol is working in a perfect way in different sizes

Logo Arabic Version

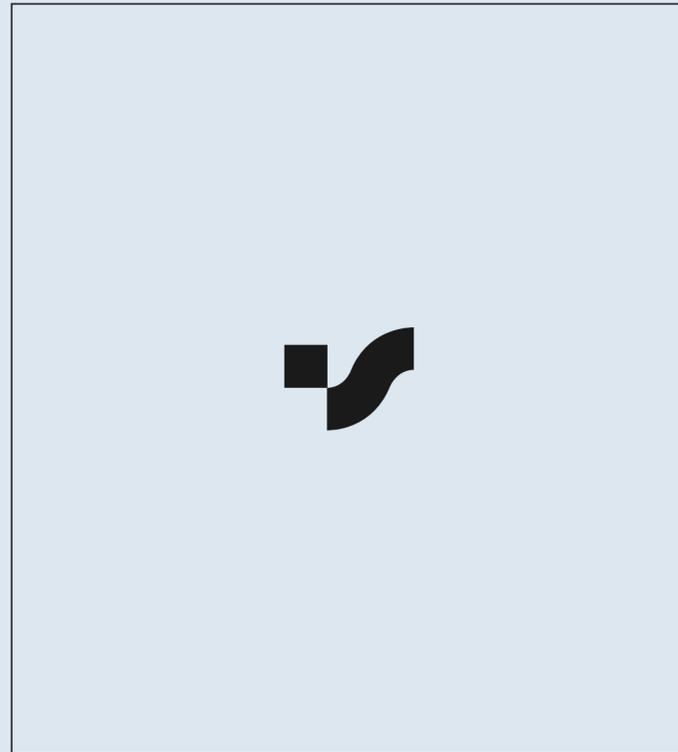
إسماعيل
خنتاش



Logo Different compositions



LogoType



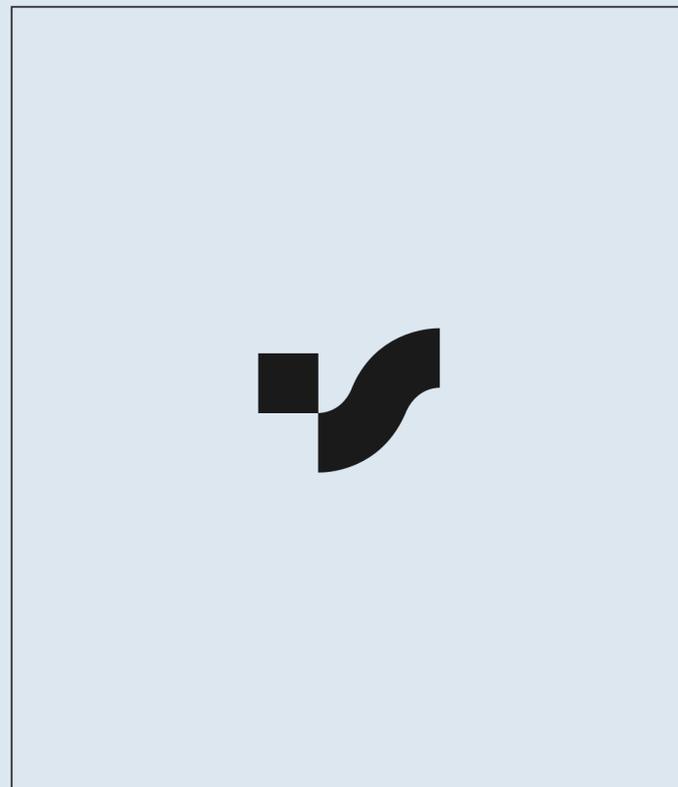
Logo Mark



Type

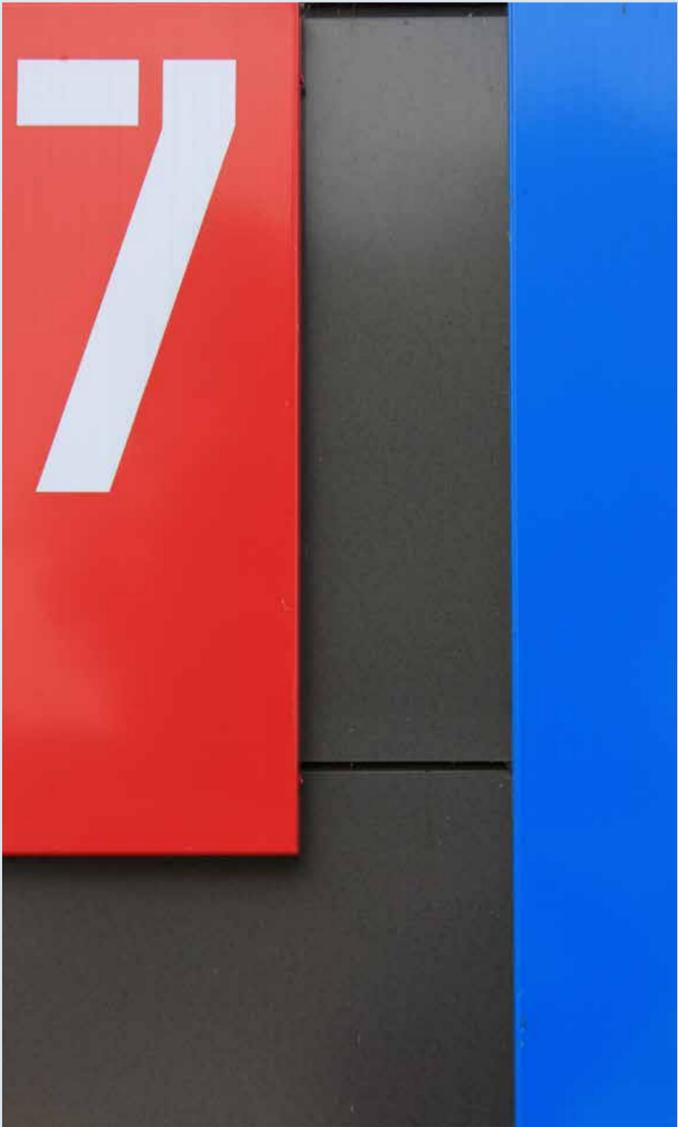


Vertical Version

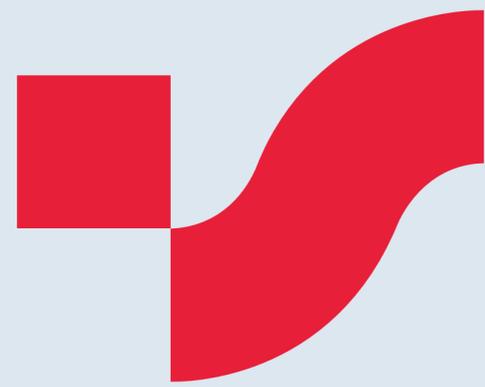


Let's give it Life!

MoodBoard of Colors



Logo Principal Colors



Ismail
KhentacheTM



Why Blue Color?

I used to communicate with light blue, but this visual identity needs a strong bold color to show my brand personality, this is why I chose this degree of blue color. In addition to that blue is my favorite color, so what a great match!

Why Red Color?

I chose red because I want to get out of my comfort zone and challenge myself. I found that red is the best choice to do that, and put myself in front of new risky ways, to see where it leads because I always love to develop myself. Plus, it works in a great way with blue.

Make It Breathe!

White space is simply the space in a design and it can have any color, texture or pattern. White space is a very important design element, just as all the other elements: pictures, fonts, graphics etc

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Brand Colors



HEX 174896
RGB 150,72,23
CMYK 41,0,52,85
PANTONE 2945 C



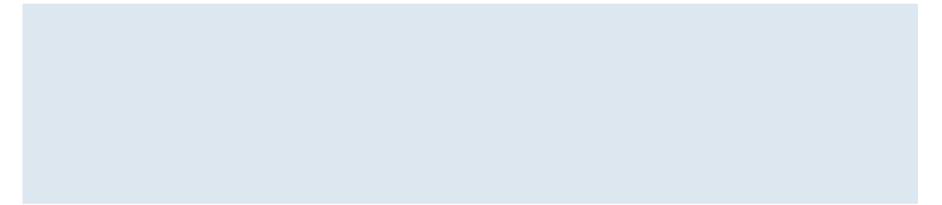
HEX EA1F38
RGB 56,31,234
CMYK 8,76,87,0
PANTONE 1788 C



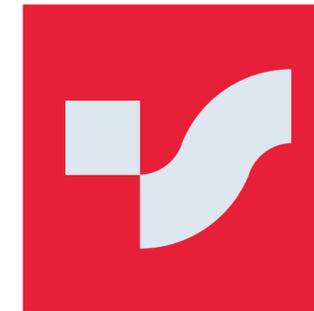
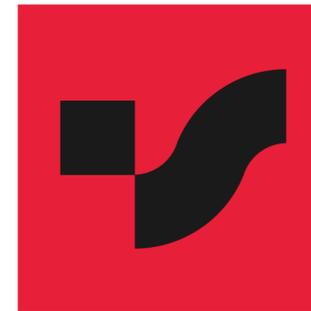
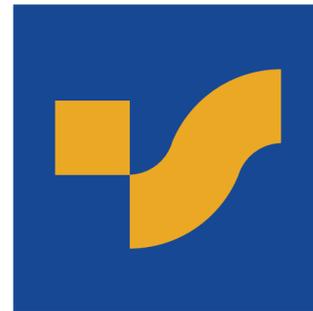
HEX 1A1A1A
RGB 26,26,26
CMYK 90,0,0,0
PANTONE 419 C



HEX ECAA25
RGB 37,170,236
CMYK 7,84,28,0
PANTONE 130 C



HEX DFE9F2
RGB 242,233,223
CMYK 5,0,4,8
PANTONE 656 U





Gradient



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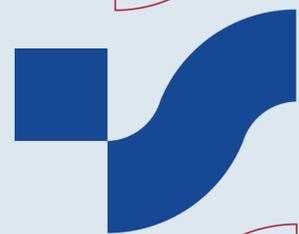
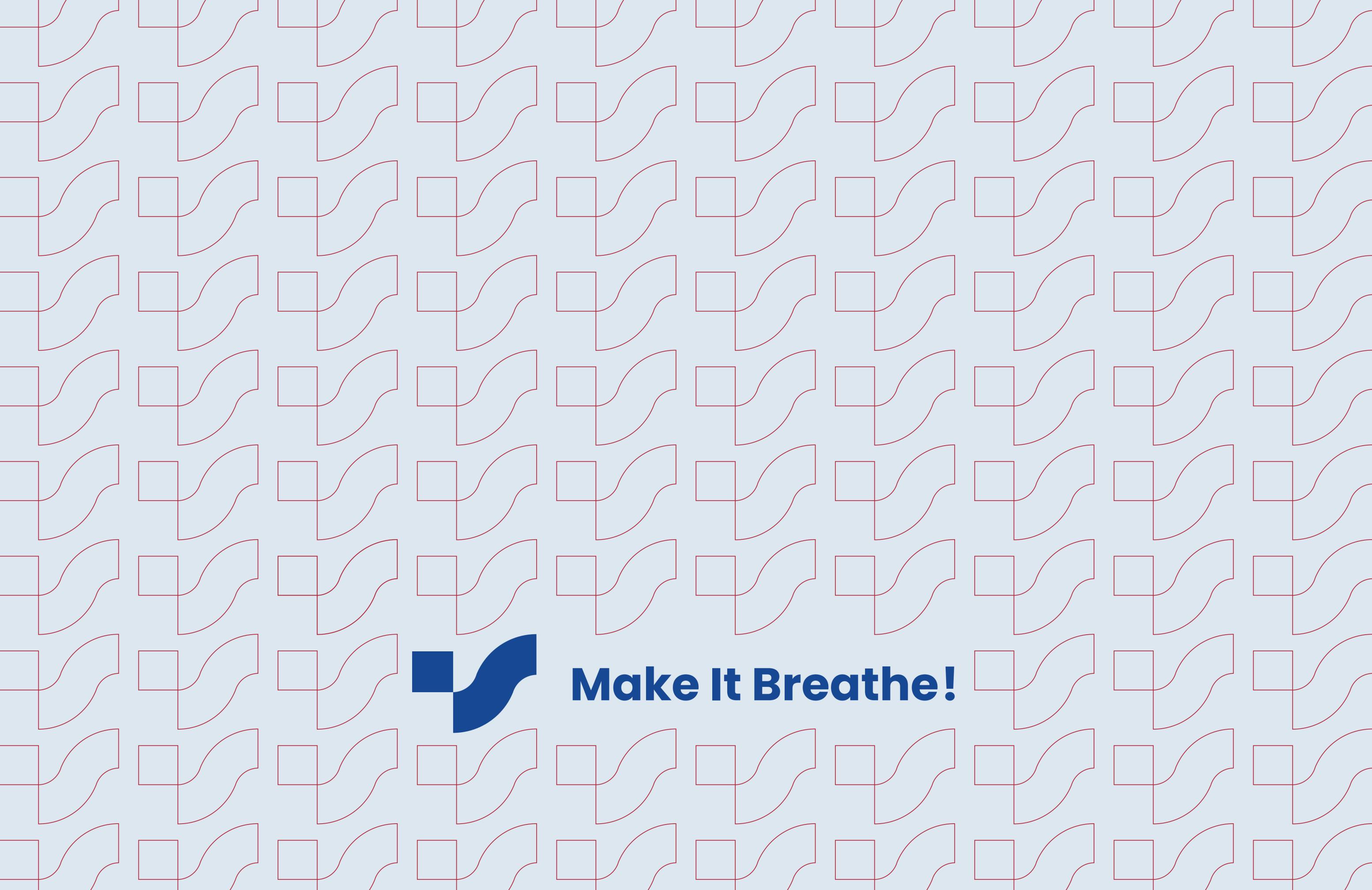


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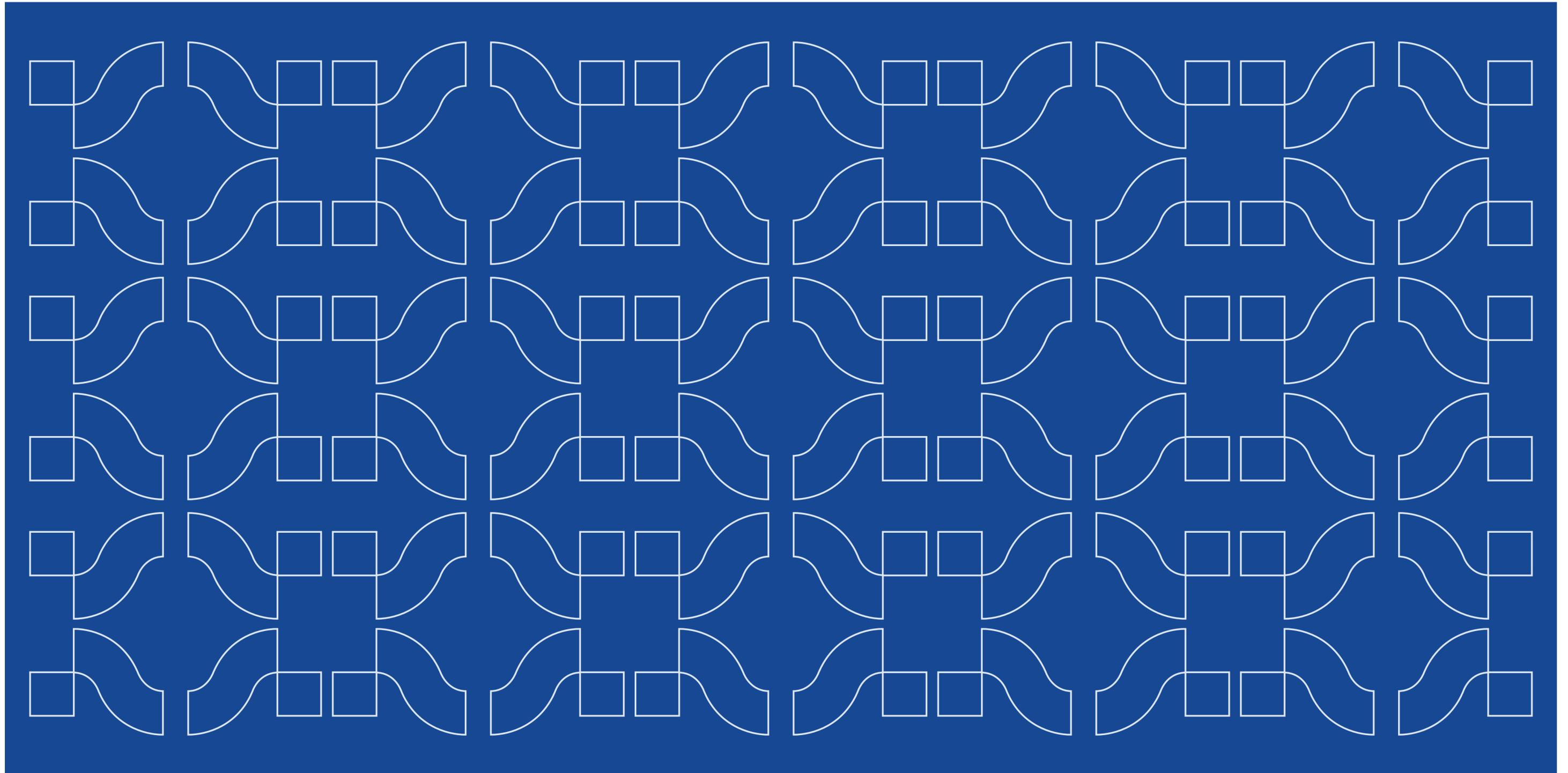
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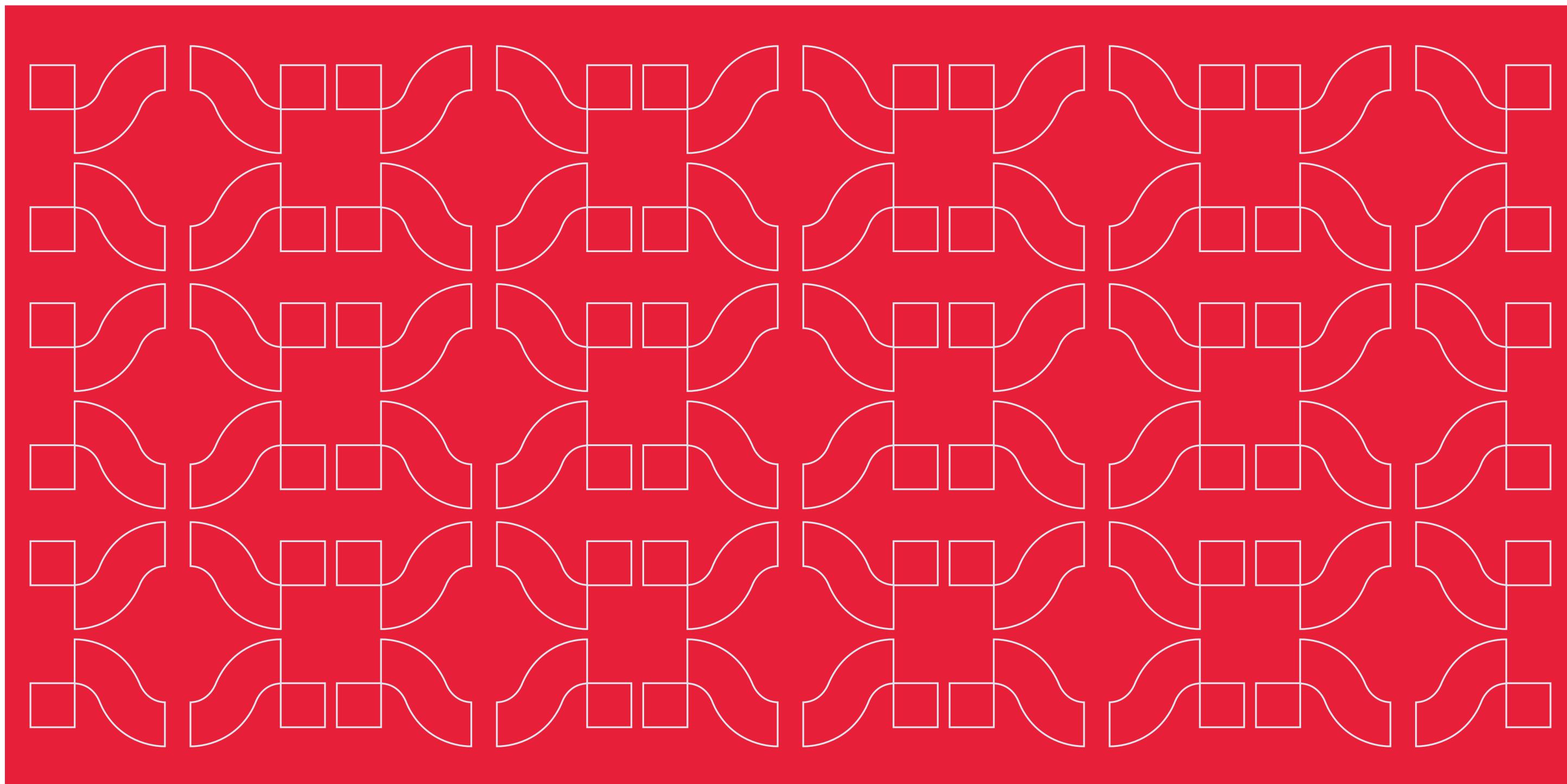


Make It Breathe!

Pattern



Pattern



Typeface

AaBbCcDd...123456789

AaBbCcDd...123456789

AaBbCcDd...123456789

AaBbCcDd...123456789

Typeface History

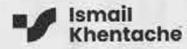
Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts. Indian Type Foundry describes Poppins as “an internationalist take on the geometric sans genre.” It supports both Latin and Devanagari languages and is available in nine weights with matching italics.

Poppins Family

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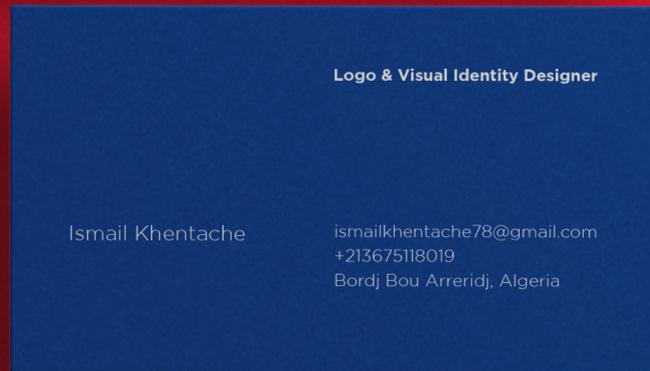
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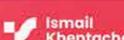


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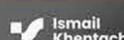
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GRAPHIC DESIGN PROPOSAL

Whym's INTRODUCTION

Dear Sir Mohamed,

Thank you for considering me for your graphic design needs. After learning more about the project, I'm confident that I can deliver fantastic results on time and within budget.

This graphic design proposal outlines the scope of work and pricing of our services. If you have any questions, please contact me directly over LinkedIn or WhatsApp. To accept this proposal, please lemme know soon.

Thank you!

Instagram Feed





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Khentache™**

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che™

A black flag is shown waving against a light background. On the left side of the flag is a white logo consisting of a square and a curved shape. To the right of the logo, the text "Ismail" is written in a bold, sans-serif font. Below "Ismail", the text "Khentache" is written in a larger, bold, sans-serif font. A small "TM" trademark symbol is located to the right of "Khentache".

Ismail
KhentacheTM



 **Ismail
Khentache**



Finally

**You want to make your design Breathe?!
Let's have a chat**

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Thank You!

