

Hi there !!!

First , Who is Yacin Alimoussa ?



About Me

My name is Yacin Alimoussa, I'm 22 years old, born in Skikda- Algeria at the 13th of June 2000.

I'm a petroleum engineering student at the faculty of hydrocarbons and Renewable Energy at University of Kasdi Merbah, Ouargla.

I'm passionate about design, and I try through design to help small and medium businesses to solve their visual communication.

I'm a visual brand identity designer, I love challenges, and I am passionate and dedicated on branding and design projects, I fell in love with the process of solving branding problems through intelligent design.

My purpose is to help small and medium businesses to solve their visual communication problems.

I combine strategy with creative thinking to resignify the relationship between brands and people.

Creating a personal identity was a huge challenge for me.

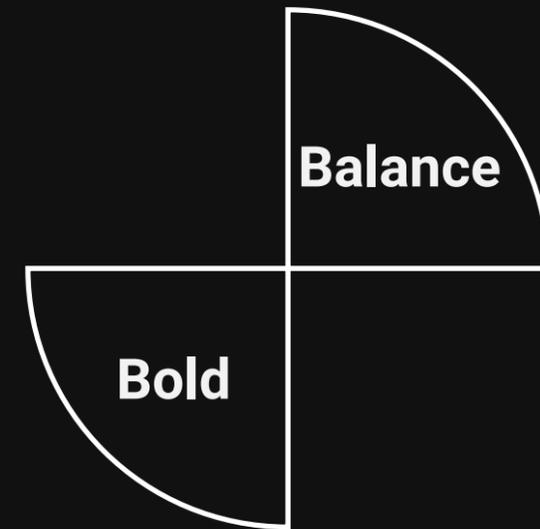
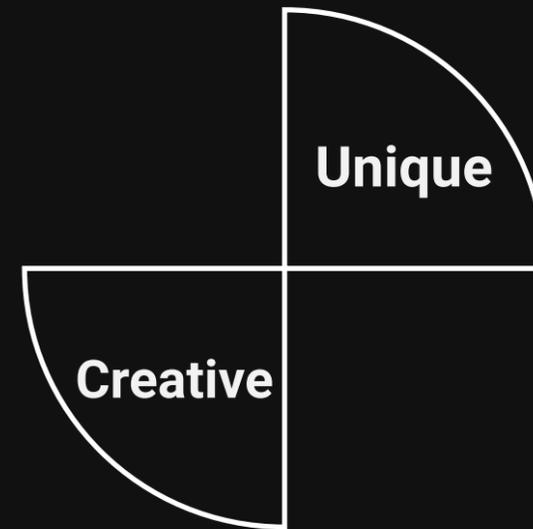
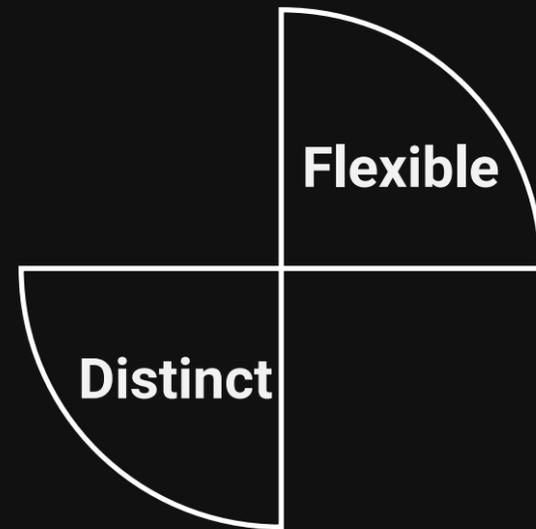
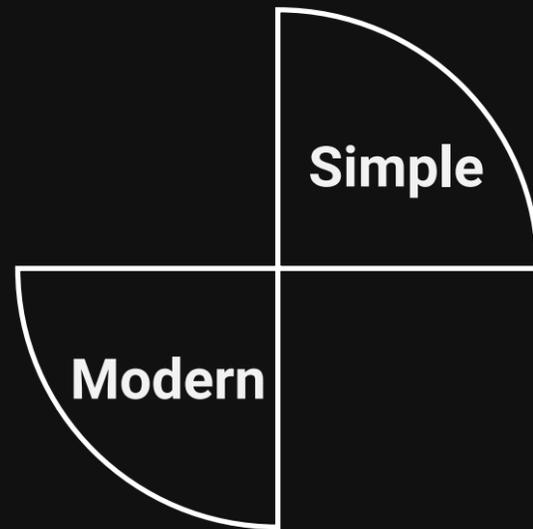
I want people to see my personality with my brand design.

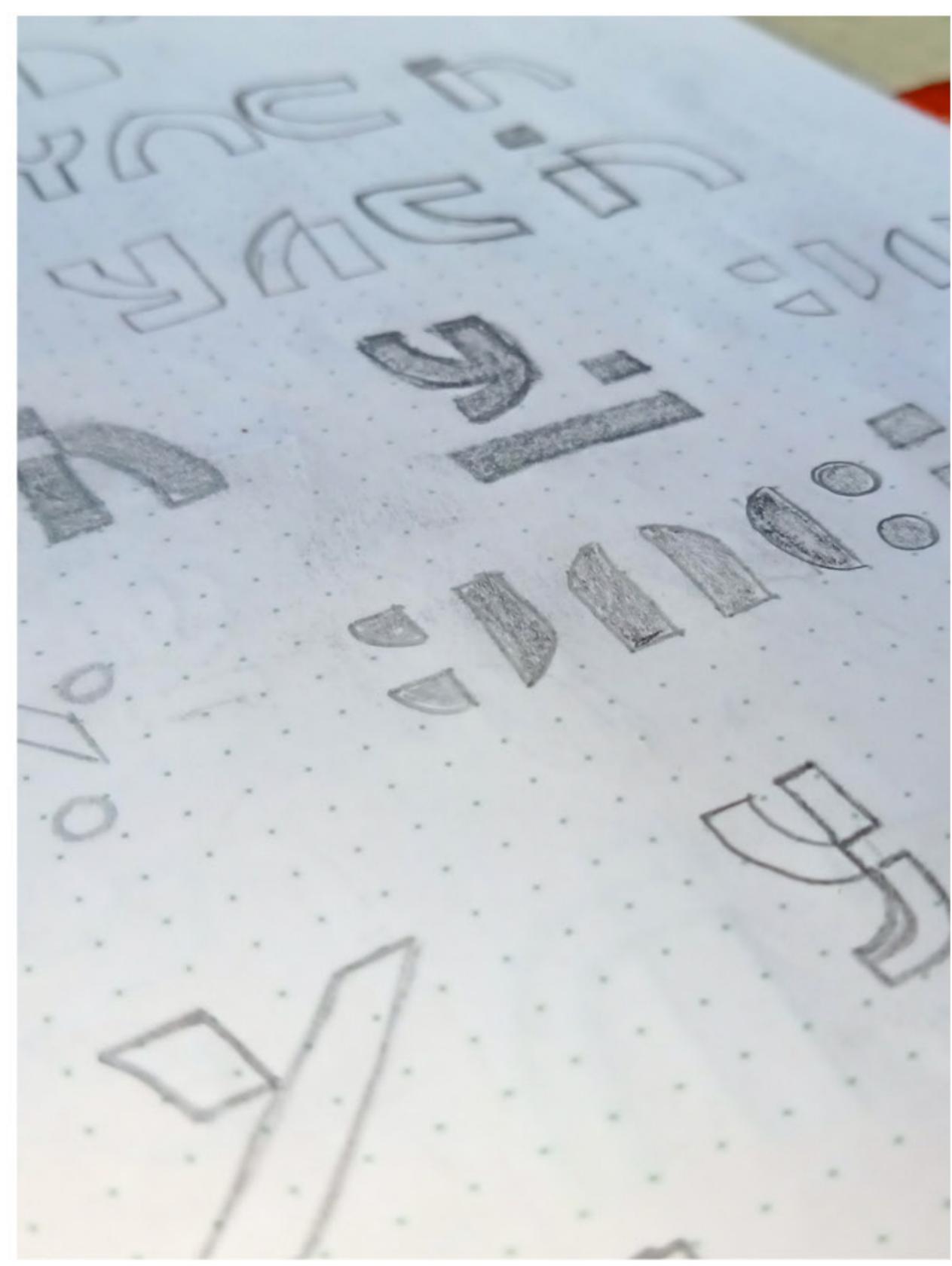
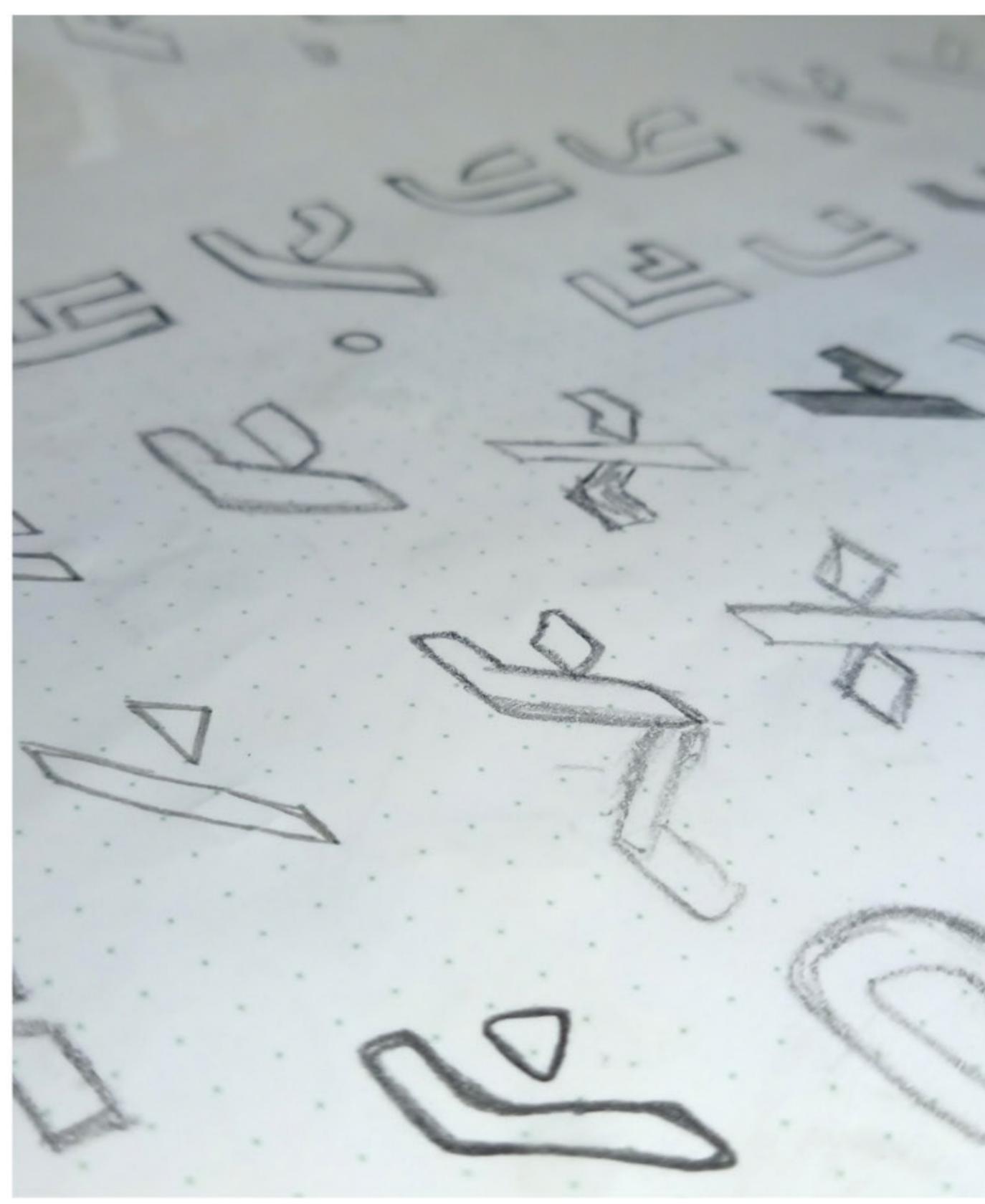
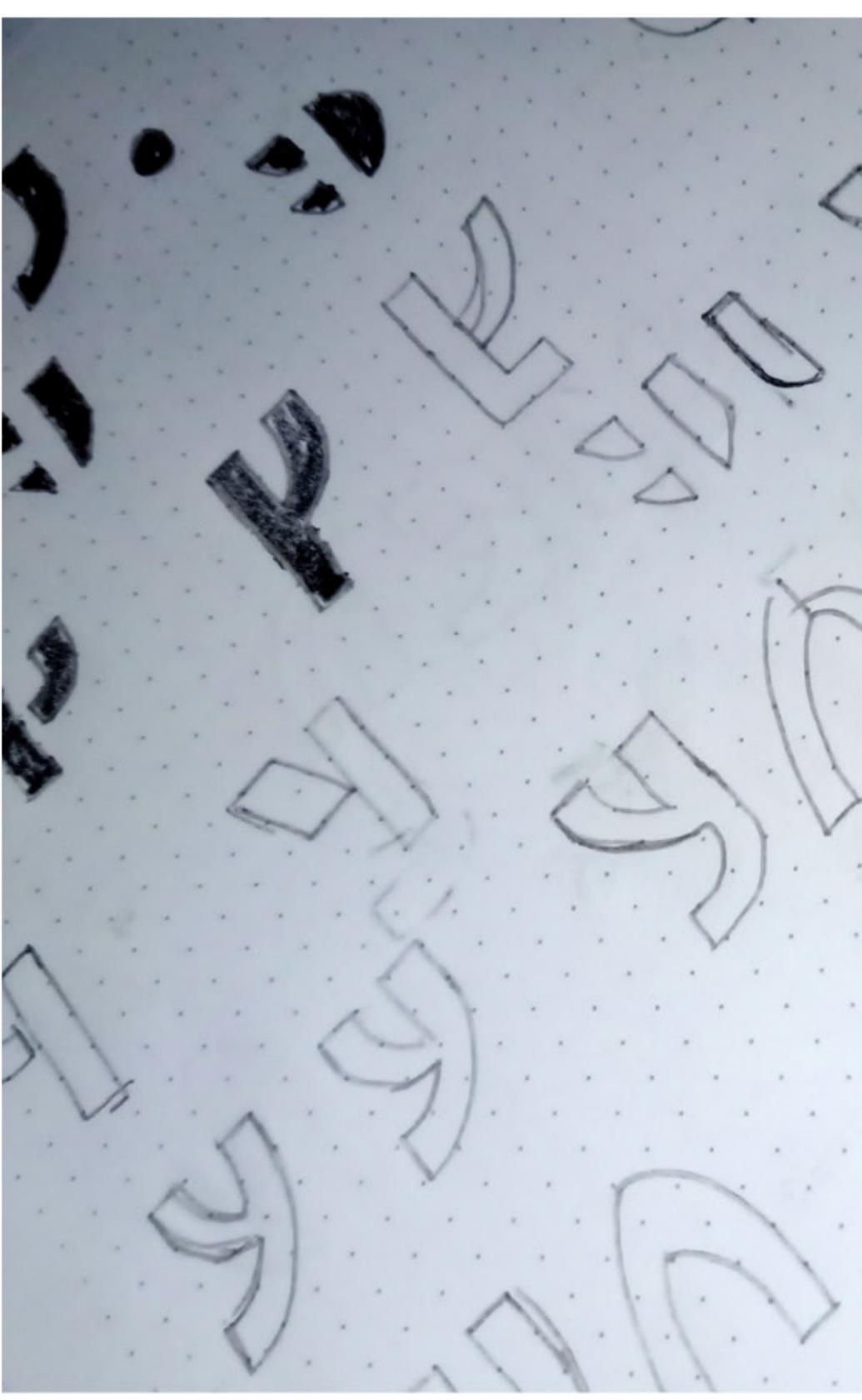
In this case study I will show you how I developed my own naming, logo and identity. Enjoy watching it! This identity reflects my essence, so I sought to bring things from my personality, such as strength, innovation and trust.

Brand Personality:

Passionate
Challenging
Calm
Bold

Brand look & feel





Logo Concept

My logo inspired by my own name “**Yacin**”

Geometric become an additional element of the identity.

Less is More . I love simplicity , it makes my logo more distinct and recongnizable and make impression on viewers.

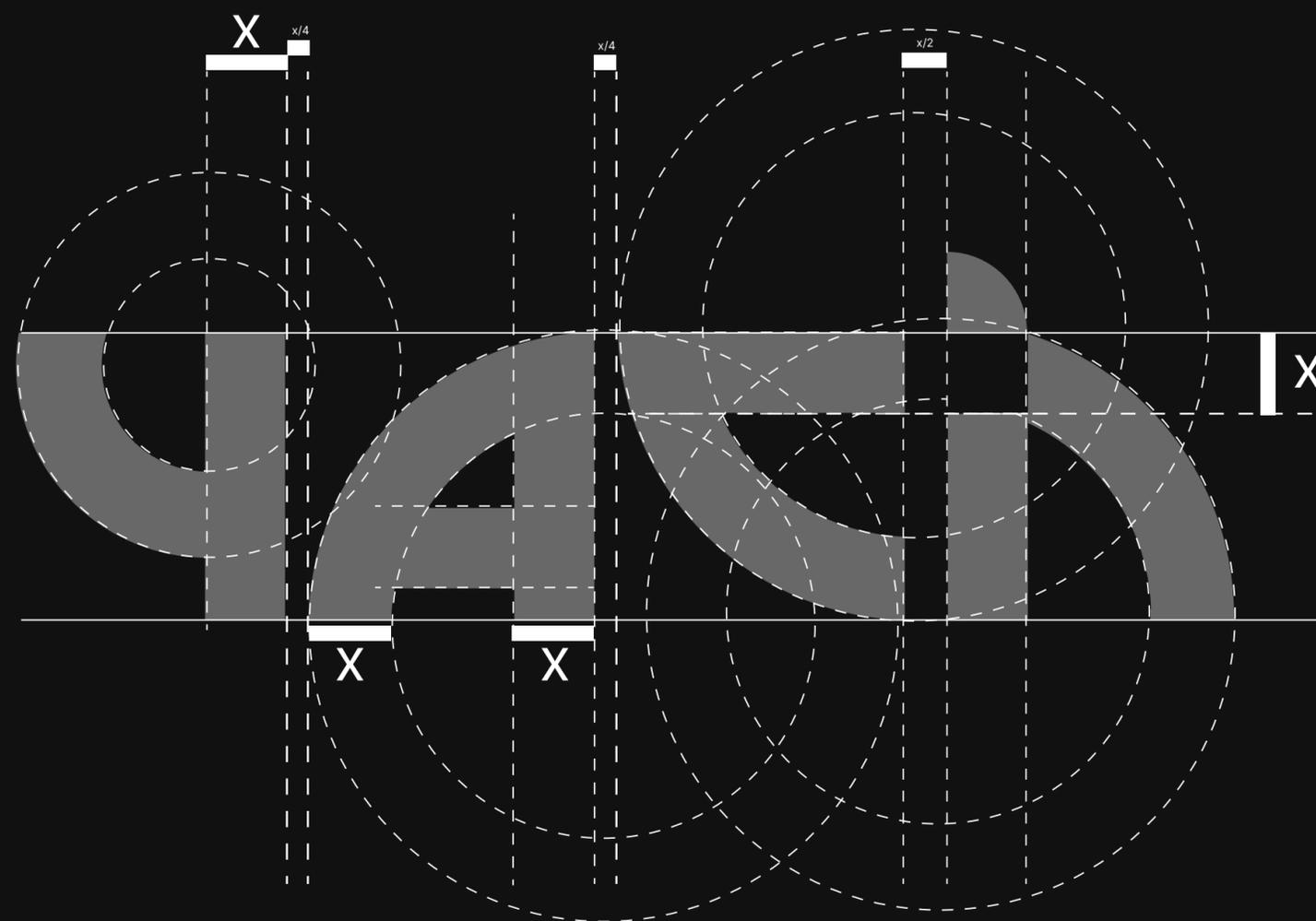
All the letters in logo are made up of straight lines of squares and curves of circule

The logo is a typography-based logo.It is modern , Unique and very simple to maket it memorable , I used bold font to reflect power and strength , and geometric reflect modernity.



YACIN

Logo Construction



Typography

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Robbo

Primary type face

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!²&é'''(-èè_çà)=/*-+.

to

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

Inter

Secondary typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!²&é'''(-èè_çà)=/*-

Strength
Modern

Primary color

CMYK : C: 79% M: 70% Y:62% K:89%
RGB : R: 17 G: 17 B: 17
HEX : #111111

Challenge
Creativity
Enthusiasm

Primary color

CMYK : C: 00% M: 85% Y:100% K:00%
RGB : R: 238 G: 61 B: 6
HEX : #EE3D06

Clean
Pure
Serenity

Primary color

CMYK : C: 00% M: 00% Y:00% K:00%
RGB : R: 255 G: 255 B: 255
HEX : #FFFFFF

Professionalism
Confidence
Calm
Sophistication

Secondary color

CMYK : C: 86% M: 47% Y:01% K:00%

RGB : R: 03 G: 116 B: 186

HEX : #0374BA

Balance

Secondary color

CMYK : C: 00% M: 11% Y:09% K:00%

RGB : R: 254 G: 236 B: 230

HEX : #FEECE6

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Logo & Visual Identity Designer

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Logo & Visual Identity

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Signature

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**Thank you
for watching**