

**PERSONAL BRAND**  
2023



**WISSAM**  
**JAFFAN**

BRANDING & VISUAL IDENTITY

# HELLO

My Name Is Wissam Jaffan And I Am A Graphic Designer With A Passion For Creating Logos And Visual Identities That Make An Impact. I Have Been Working In This Field Since 2014, And In That Time, I Have Developed A Deep Understanding Of What It Takes To Create Designs That Stand Out In A Crowded Marketplace.

My Approach To Design Is Centered Around A Strong Understanding Of My Clients' Needs And Goals. I Believe That Every Logo And Visual Identity Should Tell A Story And Communicate The Essence Of The Brand It Represents. That's Why I Work Closely With My Clients To Understand Their Values, Mission, And Target Audience, So That I Can Create Designs That Are Not Only Visually Appealing, But Also Meaningful And Effective.

I Am Always Looking For New And Innovative Ways To Approach A Design Challenge, And I Am Not Afraid To Take Risks In Order To Create Something Truly Unique.

At 31 Years Old, I Have Already Worked With A Diverse Range Of Clients, From Startups To Established Businesses, And Have Delivered Projects Ranging From Complete Visual Identity Overhauls To One-off Logo Designs. I Am Always Looking For New Opportunities To Collaborate With Clients Who Share My Passion For Design And My Commitment To Creating Exceptional Work.

# ABOUT PROJECT

i Used The First Letter Of My Name (W) And The First Letter Of My Surname (J) And Combined Them In A Balanced And Simple Geometric Way To Give A Sense Of Vitality, Strength, Stability And A Sense Of Creativity Because It Symbolizes Interdependence And My Ability To Combine Different Elements In A Coherent Way.

The (WJ) Monogram Is Designed To Be Simple Yet Memorable The Two Letters Are Intertwined In A Way That Creates A Sense Of Unity And Balance, While Also Forming A Dynamic And Eye-catching Pattern.

The Interlocking Letters In The Monogram Design Convey A Sense Of Unity And Harmony, While Also Symbolizing The Strong Relationships I Build With My Clients.



**LOGO ATTRIBUTES**

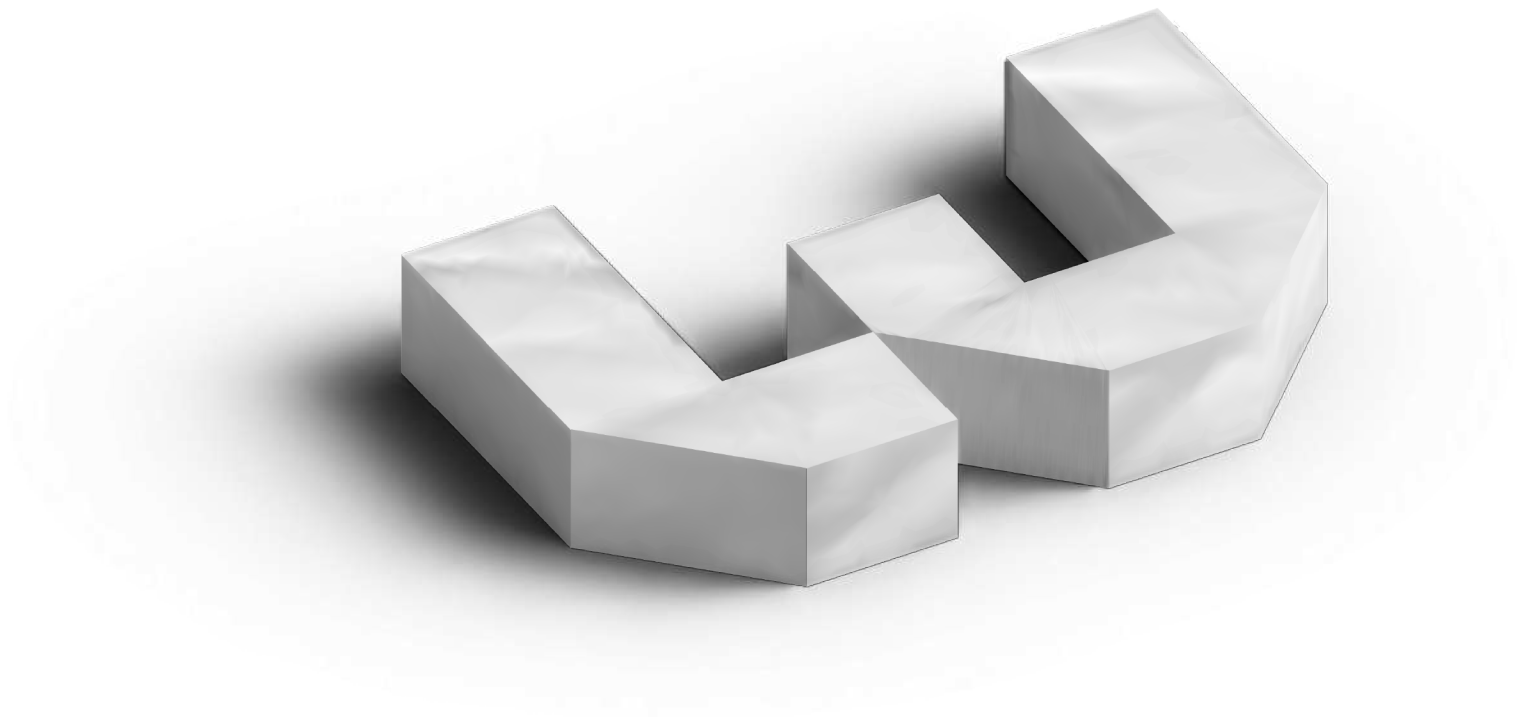
MODERN

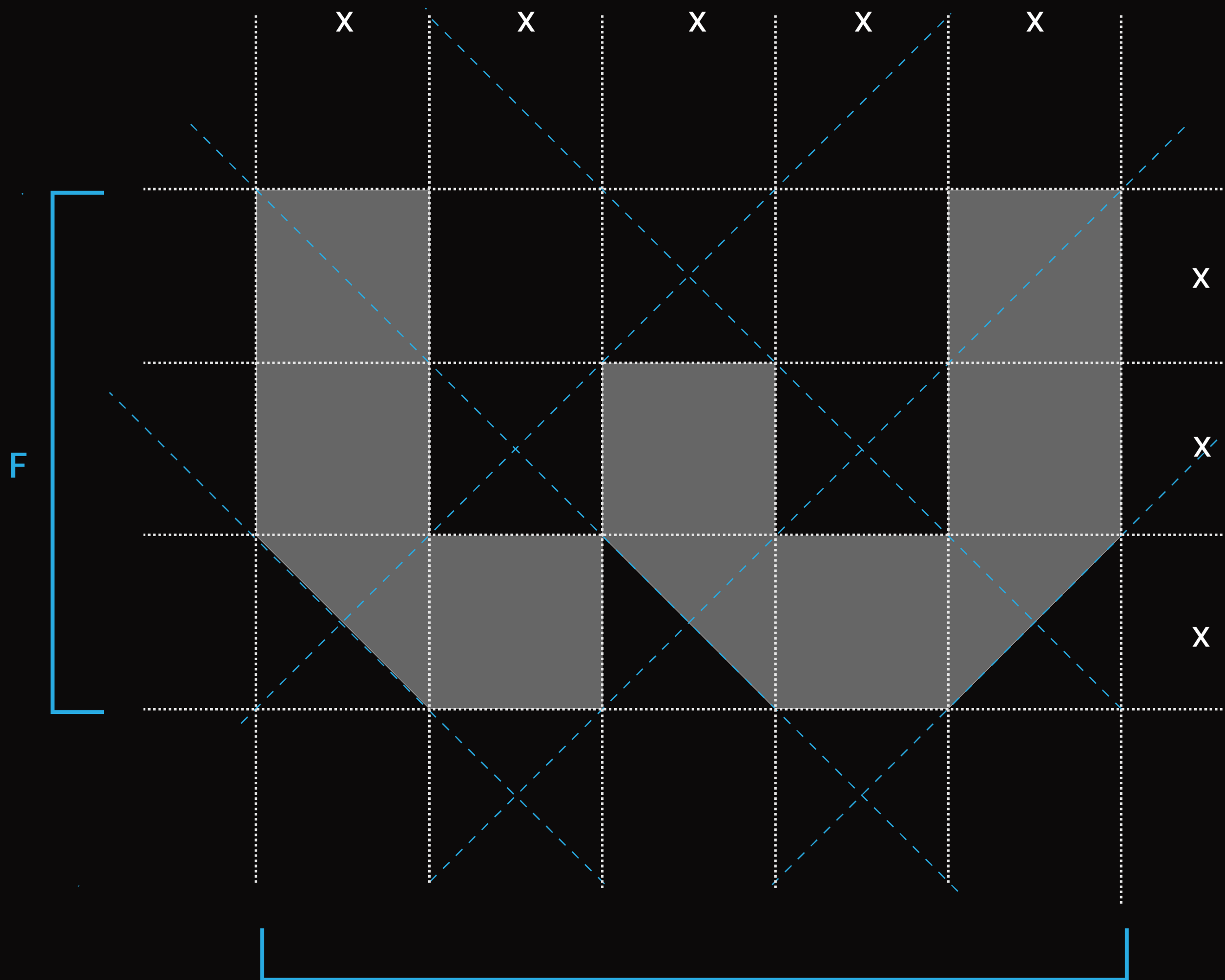
DYNAMIC

HARMONIOUS

VERSATILE

PROFESSIONAL





$F \cdot 1.618$

GOLDEN RATIO

# BLACK

RGB : 12/10/10  
HEX : 0#A0A0C

# SILVER

RGB : 168,168,168  
CMYK : 34,0,0,0  
HEX : A8A8A8

# PLATINUM

RGB : 232,234,233  
CMYK : 8,1,0,0  
HEX : E9EAE8

# WHITE

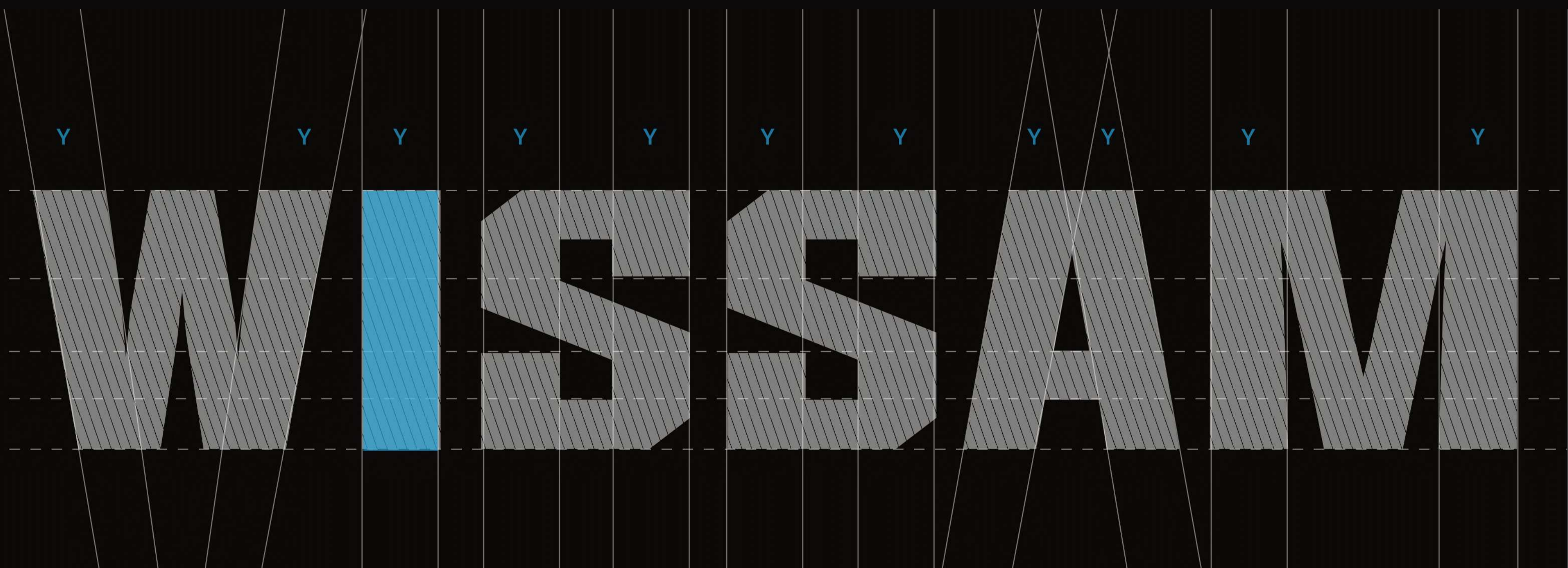
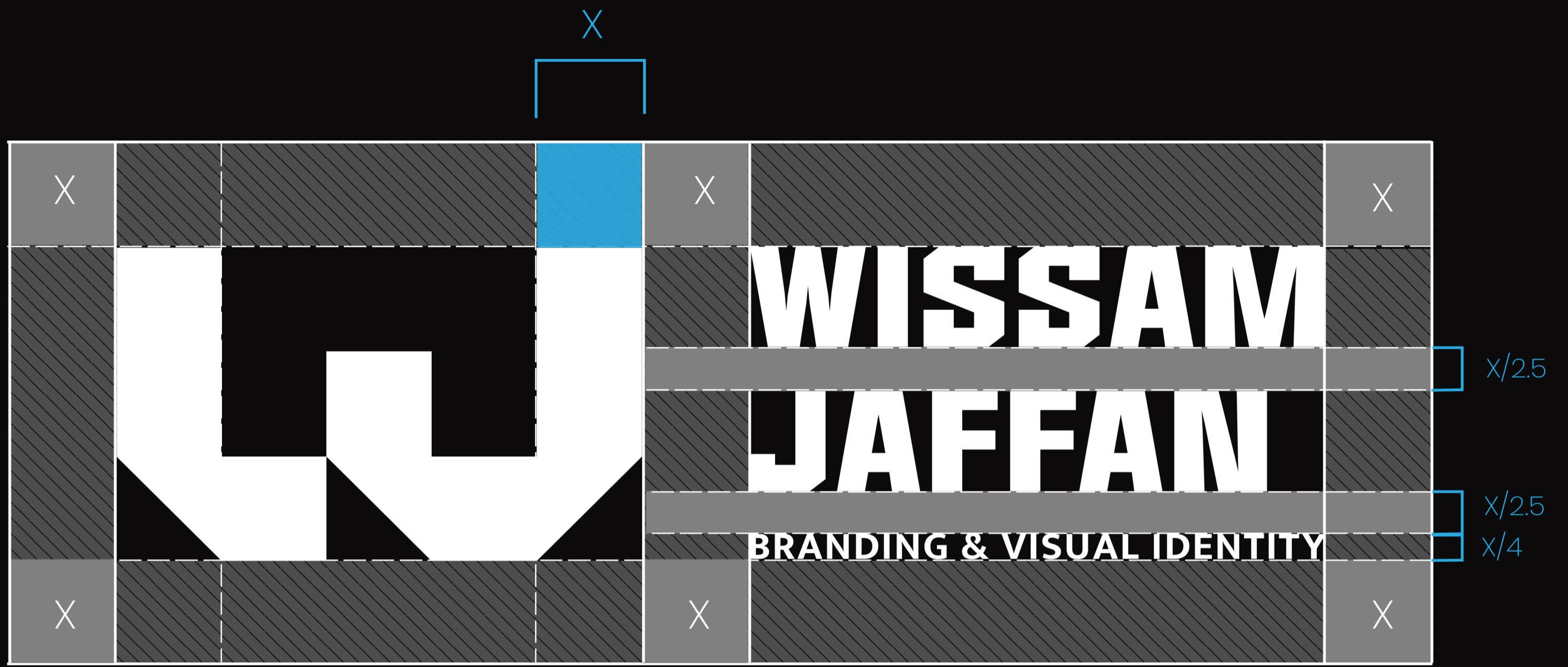
RGB : 255/255/255  
HEX : #FFFFFF

When Designing My Logo, I Carefully Considered The Colors That Would Accurately Represent My Brand And Effectively Communicate My Message After Much Thought And Research, I Ultimately Chose Black And White For SEVERAL REASONS.

Firstly, Black And White Are Classic Colors That Never Go Out Of Style. They Have Been Used In Design For Centuries And Are Still Relevant Today.

Secondly, I Appreciate The Minimalistic Nature Of Black And White. A Simple, Clean Logo In Black And White Can Be Powerful In Its Simplicity And Help Me Stand Out In A Cluttered Market.

I Believe That This Color Scheme Accurately Represents My Brand And Effectively Communicates My Message To My Audience.



**WJ**  
**WISSAM**  
BRANDING & VISUAL IDENTITY

**WJ**  
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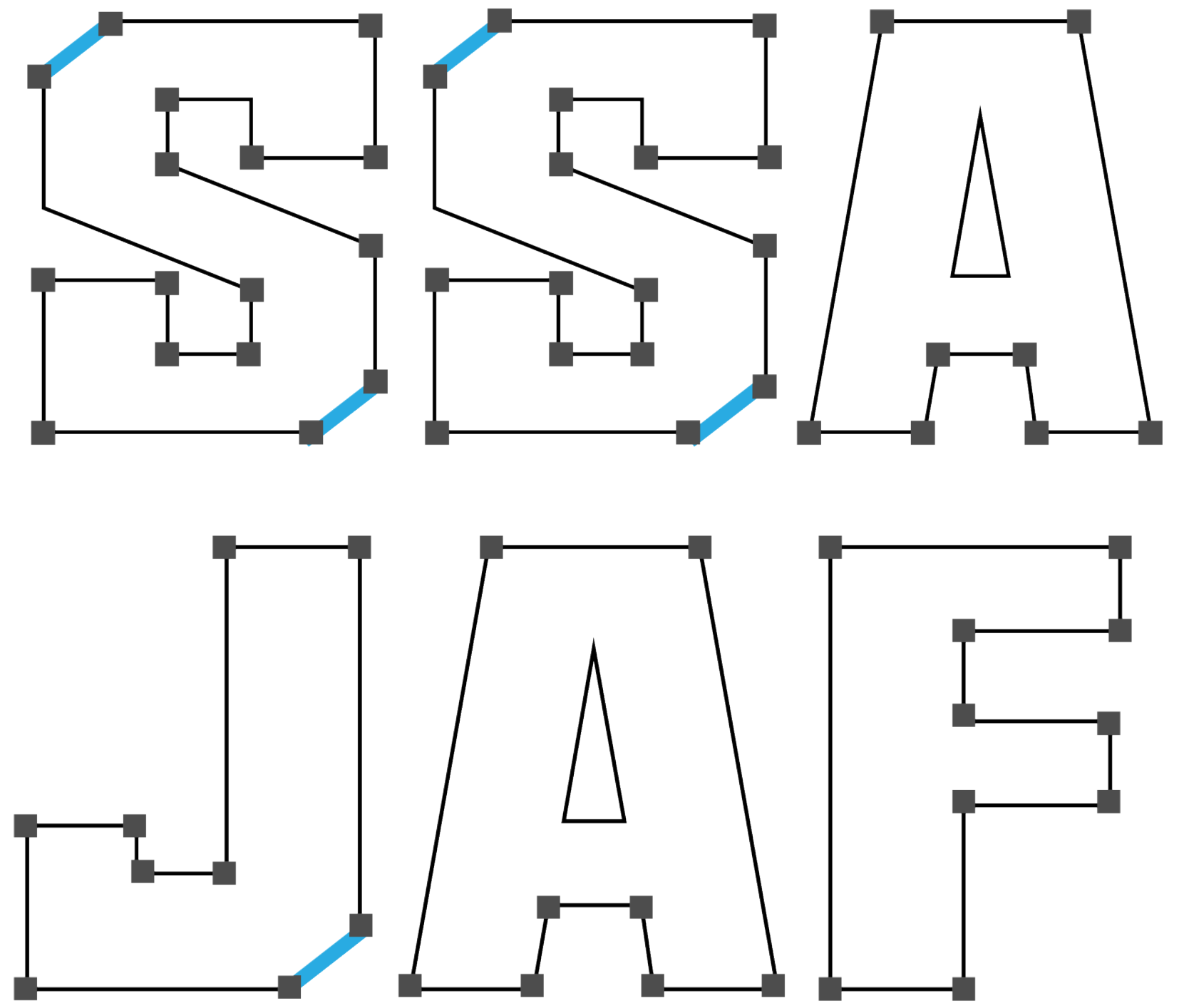
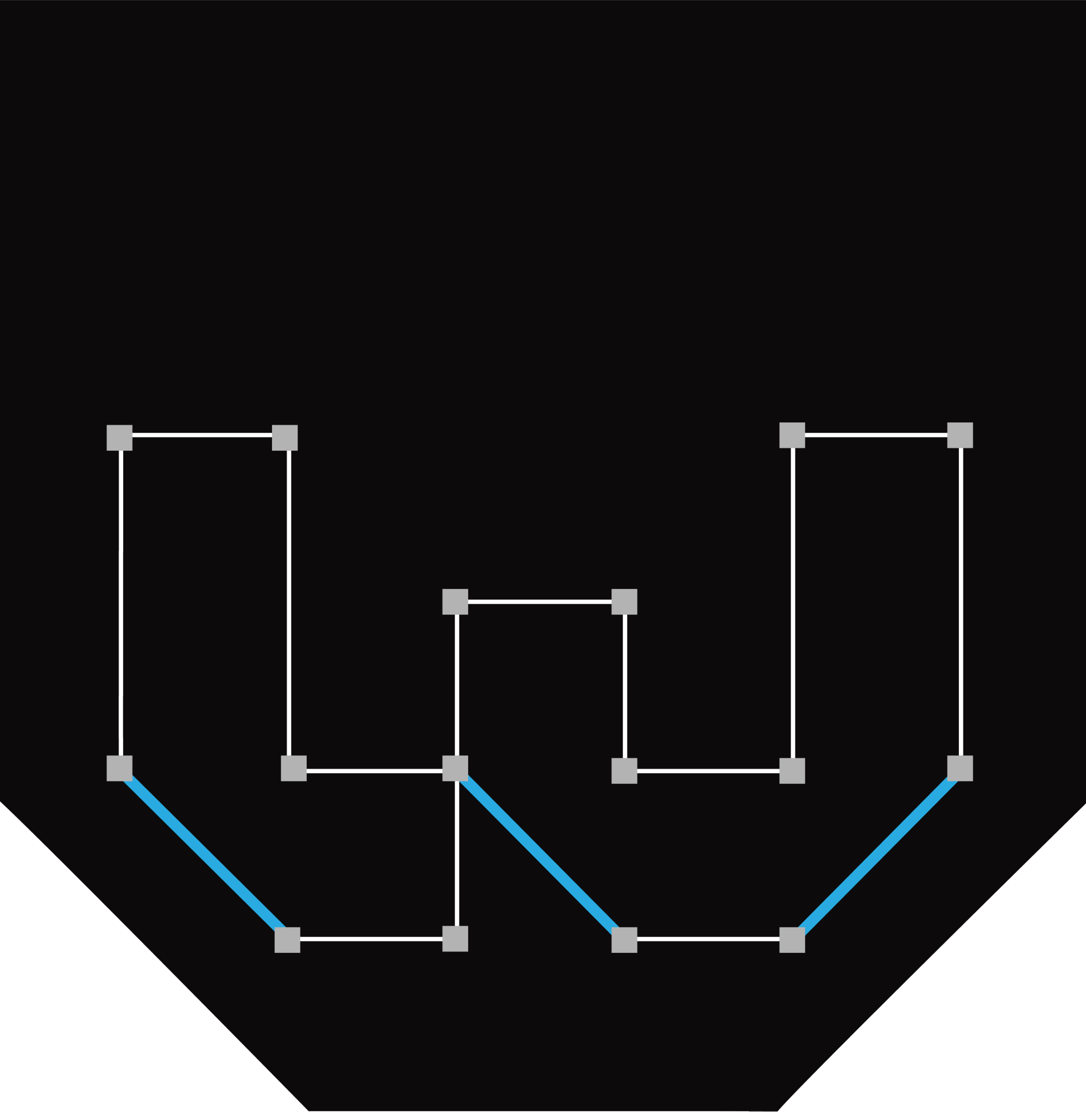


**WJ** **WISSAM**  
BRANDING & VISUAL IDENTITY

**WISSAM**  
**JAFFAN**







Principal

**MXSQUAD**

**DEMO**

**A A**

Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
vwxyz  
0123456789**

Support

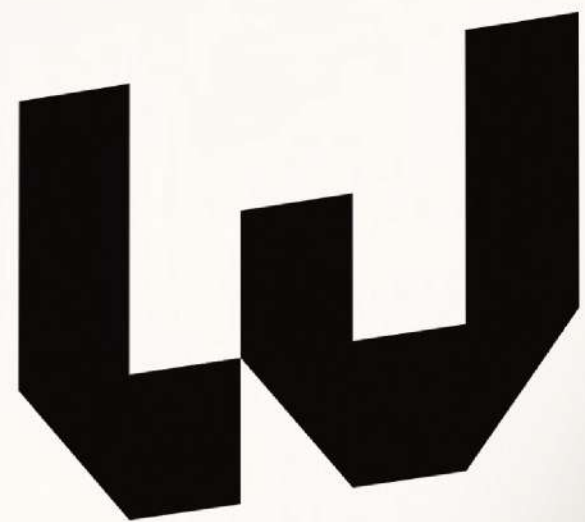
**MUKTA MAHEE**

**Aa**

Light  
Regular  
Medium  
SemiBold  
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

**WISSAM  
JAFFAN**  
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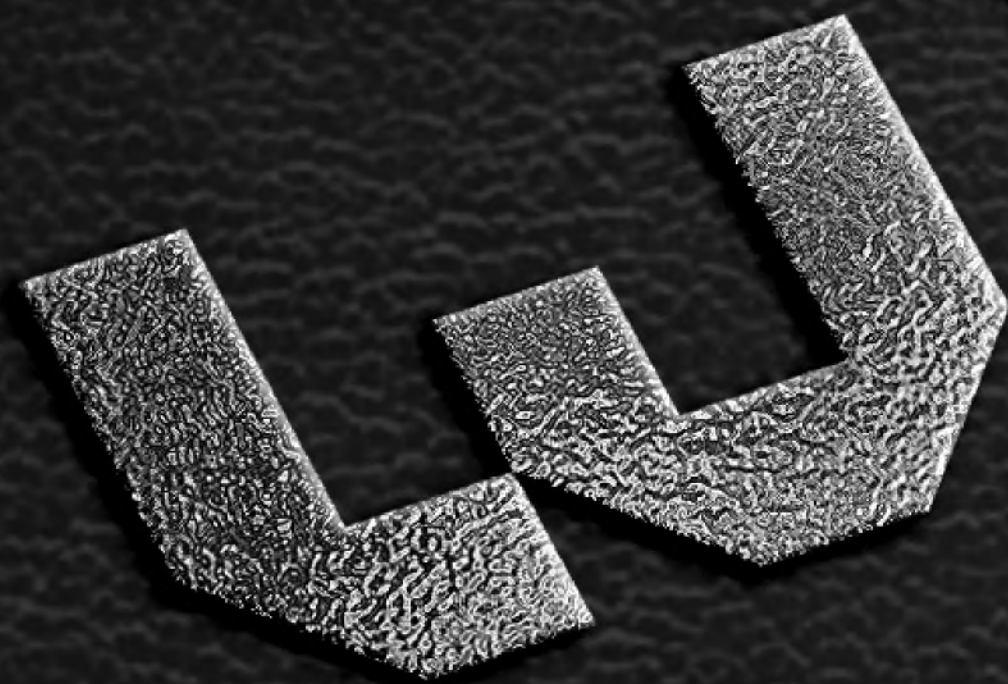


CREATIVITY IS  
INTELLIGENCE  
HAVING FUN.

ALBERT EINSTEIN







**WISSAM  
JAFFAN**

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The background features a complex, abstract composition. The upper portion is a dark, textured field with swirling, liquid-like patterns in shades of grey and white, resembling ink or paint on a dark surface. A prominent diagonal line, starting from the bottom right and extending towards the center, divides the image. The area below this line is a solid, bright white. The text is rendered in a bold, black, sans-serif font, positioned in the lower half of the image.

**BRAND ↗**  
**DESIGNER**





**WISSAM**  
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**SAI**

BRANDING  
& VISUAL IDENTITY

**WISSAM**

W W W W

**W W W W**

**WISS**  
BRANDING & VISUAL IDENTITY

**W WISSAM**  
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**WISSAM**



**WISSAM**

**DON'T BE AFRAID TO STAND OUT:  
MAKE THAT THE GOAL INSTEAD**

**W**



W



W

W

W



W