

PERSONAL
BRANDING

April
2023

SAFA
KHAMIS

Brand
Identity
Designer.

ALL RIGHTS
RESERVED
2023

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ABOUT ME.

Hello, my name is Safa Khamis. I am a graphic designer from Oman. Specializing in brands and brand identity designs. I feel alive when I designs and make amazing changes on my clients business and brand. The main objective of this rebranding is to reflect myself as a designer and as person and to apply my knowledge and experience to my own branding to make it one of my best work ever.

ABOUT THE PROJECT.

SAFA is my first name which was used in text logo in a way to give a sense of power, strength, creative and simplicity. The S letter was designed in a different way so it can be used a logo mark and to make it unique in the brandand the distinctive thing in the logo.

BRAND LOOK & FEEL.

BOLD . LIFESTYLE . CLEAN . GROWTH . DARING

Logo Concept

Growth

The logo concept I chose and felt really suits what I am trying to deliver is simplicity and growth.

The process was started by designing my full name (Safa) because I wanted the logo to be simple and really represent me.

For me there is nothing represent me more than my own name. So the main logo was going to be my name and the letter S was focused on to make it distinct from the rest of the letters.

Just to make it look outstanding and be able to use later on easily.

The name is easy and unforgettable which is important to not make things very complicated and just let the viewer enjoy of the art of simplicity and uniqueness at the same time.

Main Logo

SAFA

Logo Mark

S.

Brand Colors

Colors Choice

Colour sets the mood of brand expression. Emotions are powerful and have the ability to drive decision making. Brands want to cultivate strong emotional connections with their customers and this can't be done with just a logo; colours are needed to cultivate these emotions.

Color offers a quick and impactful strategy to communicate a message without words. Brands and color are intrinsically linked because color motivates the human subconscious.

For my Rebranding I chose black and white as the main colors and added some solid colors as secondary colors. I chose strong, dark and powerful colors to reflect me and the identity and then I did test them to see if it is a good match with the black and white.



Black

#000000
RGB: 0 / 0 / 0
CMYK: 75 / 68 / 67 / 90

White

#ffffff
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0



Blue

PANTONE 309 CP
#002d3f
RGB: 0 / 45 / 63
CMYK: 97 / 72 / 51 / 53

Green

PANTONE 343 CP
#004e38
RGB: 0 / 78 / 56
CMYK: 90 / 42 / 81 / 44

American Red

PANTONE 1805 CP
#b8232f
RGB: 184 / 35 / 47
CMYK: 19 / 99 / 89 / 10

Orange

PANTONE 7599 CP
#c6401d
RGB: 198 / 64 / 29
CMYK: 16 / 88 / 100 / 5

2023-2024

Brand Identity Designer

Your brand, your story

Branding



Brand Identity Designer.

@designsbysafa1
+968 9589 3369
alsafakhamis@gmail.com

INVOICE

REFERENCE NUMBER
#01

CLIENT

Sara Ahmed
Watan Digital Company
Muscat,oman

DATE

20/4/2023

SERVICE

LOGO DESIGN
PACKAGE
BRAND GUIDELINES

THANK YOU FOR YOUR BUSINESS

Terms & Conditions:
- 50% Upfront payment should be paid before starting the work.

Payment Info :

Account #: 0347041404750017
A/C Name: Safa Khamis Alsadi
Bank Details: Bank Muscat

TOTAL

SAFA

SAFA

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@designsbysafa1

Brand Identity Designer.

6.

**MAKE IT
SIMPLE BUT
SIGNIFICANT.**

2023-2024

Typeface

Typography Story

Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011.

It was inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighbourhood of Buenos Aires.

The project was started in 2010 by Ulanovsky and was released through the Google Fonts catalogue in 2011. Montserrat has become increasingly popular among web designers, and it is used on over 15 million websites, this typeface achieves high legibility even in small sizes. Montserrat has been developed into a large family, consisting of nine weights (from Thin to Black).

Why Montserrat ?

The font was chosen from several other fonts to match the logo and to go along with the emotions and show the strength for the identity. as the typeface is considered one of the fundamentals of each brand. This express me as a designer.

Montserrat

Primary Font

Montserrat has gained popularity as a free alternative to other similar sans-serif fonts, such as Gotham or Avenir. Although mainly seen in websites and online media, its high readability and ease of scaling make Montserrat a suitable typeface for printed material, such as brochures, signage and even books (as can be seen in the "Científicas de Acá" acknowledgements.)

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Mohol

Secondary Font

Mohol was originally designed for the László Moholy-Nagy Design Grant in 2016. In respect of László Moholy-Nagy's work and heritage. He was the most famous Hungarian in the Bauhaus, painter, photographer. Moholy-Nagy was influenced by constructivism and a strong advocate of the integration of technology and industry into the arts.

**ABCDEFGHIJKLMN
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**abcdefghijklmn
opqrstuvwxyz**

Montserrat

A B C D E

G H I J

M N O

R S T U

W X Y

B C D

Aa Ba Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Aa Ba Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Fun and geometric
letterforms make
the font approachable
with sense of warmth
and energy.

Mohol

A NEW ANGLE

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2023

PERSONAL BRANDING

YOUR BRAND
YOUR STORY

WORK

ABOUT

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2023

Visual Identity

Connected

The visual identity was made to match the logo and the full concept of this branding. The full branding is all connected together starting from the logo it self into the primary colors into the typography

and into the words used in this branding. I wanted to make everything in one place. As the motion graphic was used to express my brand by using the words used in the branding and make it my own way.

Posters are also was a big part of the branding because posters helps us designers deliver a meaning. All in all, The full visuals was designed to match the concept and the vibe of the brand.



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ABOUT

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YOUR BRAND
YOUR STORY

Created by:
Safa Khamis

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PERSONAL
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2023-
2024

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KHAMIS

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MAKE IT SIMPLE,
BUT SIGNIFICANT.

Created by:
Safa Khamis

SAFA IS MY FIRST NAME WHICH WAS CHOSEN IN MY FATHER'S NAME TO GIVE A TOUCH OF MY CULTURE, MY HISTORY AND MY IDENTITY. THIS IS WHY I AM DESIGNING MY BRAND IN A DIFFERENT WAY TO MAKE IT BECOME A HIGHLY MEANINGFUL AND SIGNIFICANT ONE IN THE MARKETPLACE. I AM DESIGNING MY BRAND IN A WAY THAT IS EASY TO REMEMBER AND TO USE. I AM DESIGNING MY BRAND IN A WAY THAT IS EASY TO USE AND TO REMEMBER. I AM DESIGNING MY BRAND IN A WAY THAT IS EASY TO USE AND TO REMEMBER.

WORLD LIFE STYLE MINIMALIST CLEAN CLASSY DESIGN

24.11.1997 SAFA KHAMIS PERSONAL RBRANDING



Brand Identity

Your brand,
Your story

2023-
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6.

Safa Khamis -
Graphic Designer

Designer.



MAKE IT
SIMPLE
BUT
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YOUR BRAND
YOUR STORY





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WORK

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YOUR BRAND
YOUR STORY

macbookpro



SAFA

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Designer.



YOUR BRAND
YOUR STORY



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Designer.

Clients

شاورما عاصم
Shawarma Asim

FLIP

شاورما ١٨٠
SHAWARMA 180

دكة مارت
دكة

CLUCK

Flava

TURTLE
HOME OF LEATHER

AVENTUS[®]
CAFE

واحد شاورما
— ONE SHAWARMA —

بيلا
بربر

SUN
DODO

دكة العقارية
DAK REALESTATE

THANK YOU



Safa Khamis

Brand Identity Designer

2023