





**OSAMA
SHORMANI**

MY STORY

Born in 1992 in the historically rich city of Taiz, Yemen, I nurtured a dream of becoming an engineer. While pursuing a degree in Mechatronic and Robotics Engineering, I delved into graphic design to support my studies. This exploration ignited a newfound passion for brand design, leading me to embark on this creative journey after graduation.

With over seven years of graphic design experience, including four years dedicated to identity system design, I have developed a keen expertise in crafting compelling visual identities for brands. My mission lies in empowering entrepreneurs, business owners, and individuals to establish effective brand solutions that elevate their presence and achieve their objectives.



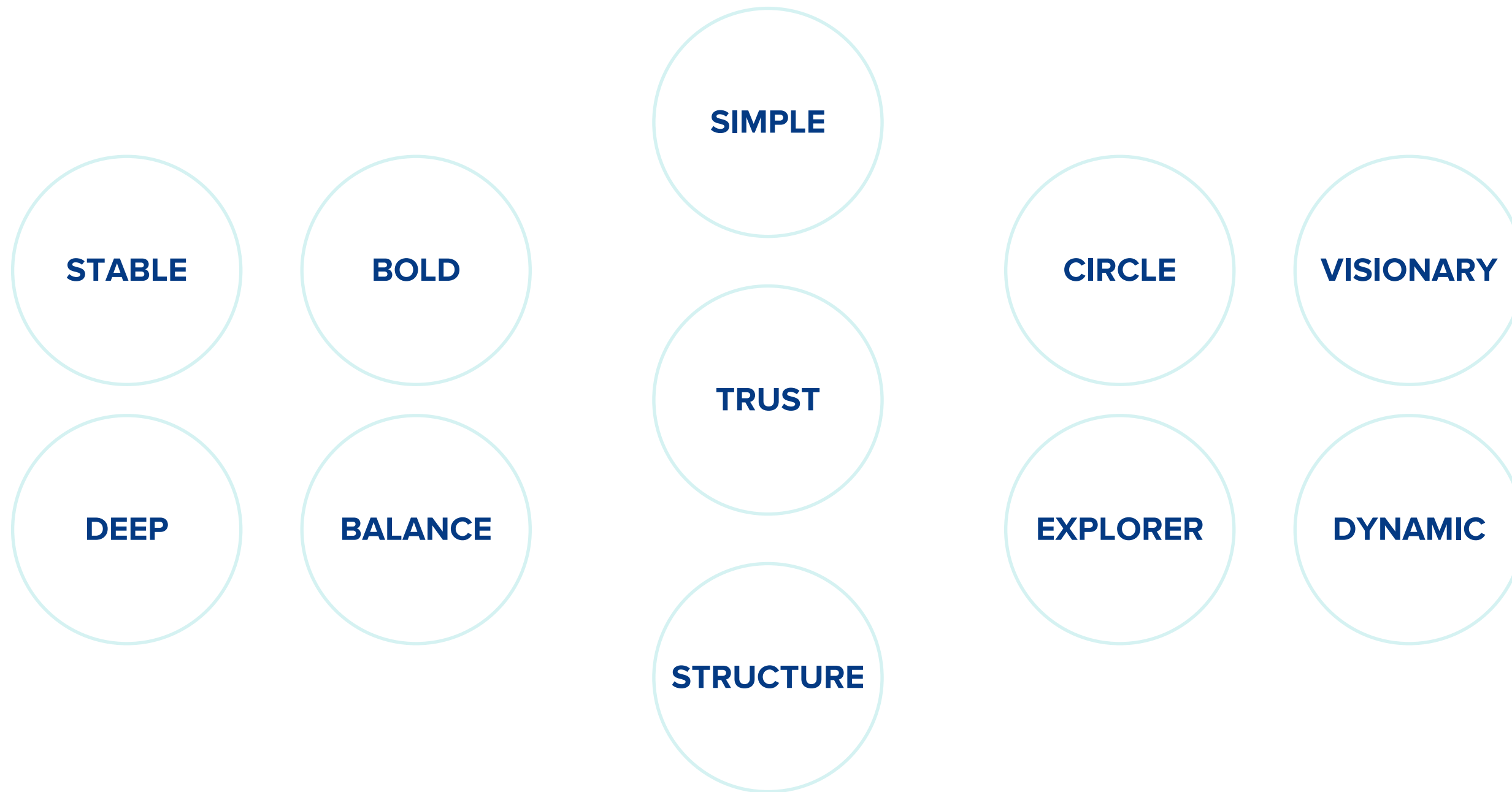
My passion for design stems from the innate beauty of nature and the simplicity of drawing basic shapes. I believe that nature is a masterpiece of branding, effortlessly weaving together every element in perfect harmony. This philosophy underpins my approach to design, where every stroke and detail contributes to the overall brand narrative, fostering consistent branding that supports businesses in achieving their flexible communication and marketing goals.

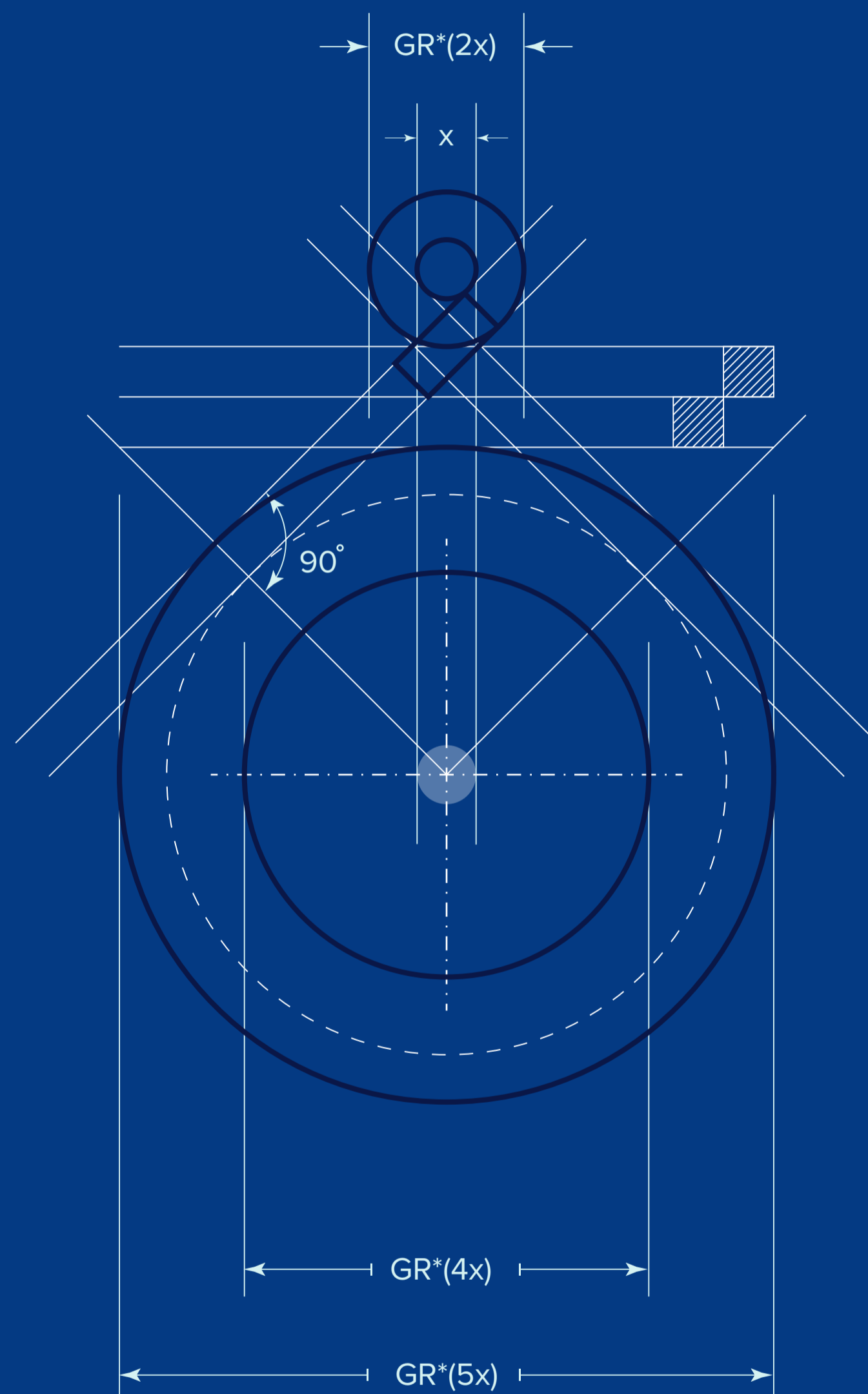
Through self-directed learning, an unwavering pursuit of knowledge, and a collaborative approach to problem-solving, I have continuously honed my design skills. Having collaborated with a diverse clientele both locally and internationally, I have honed my ability to seamlessly grasp client needs and transform their aspirations into impactful visual concepts.

CHALLENGES

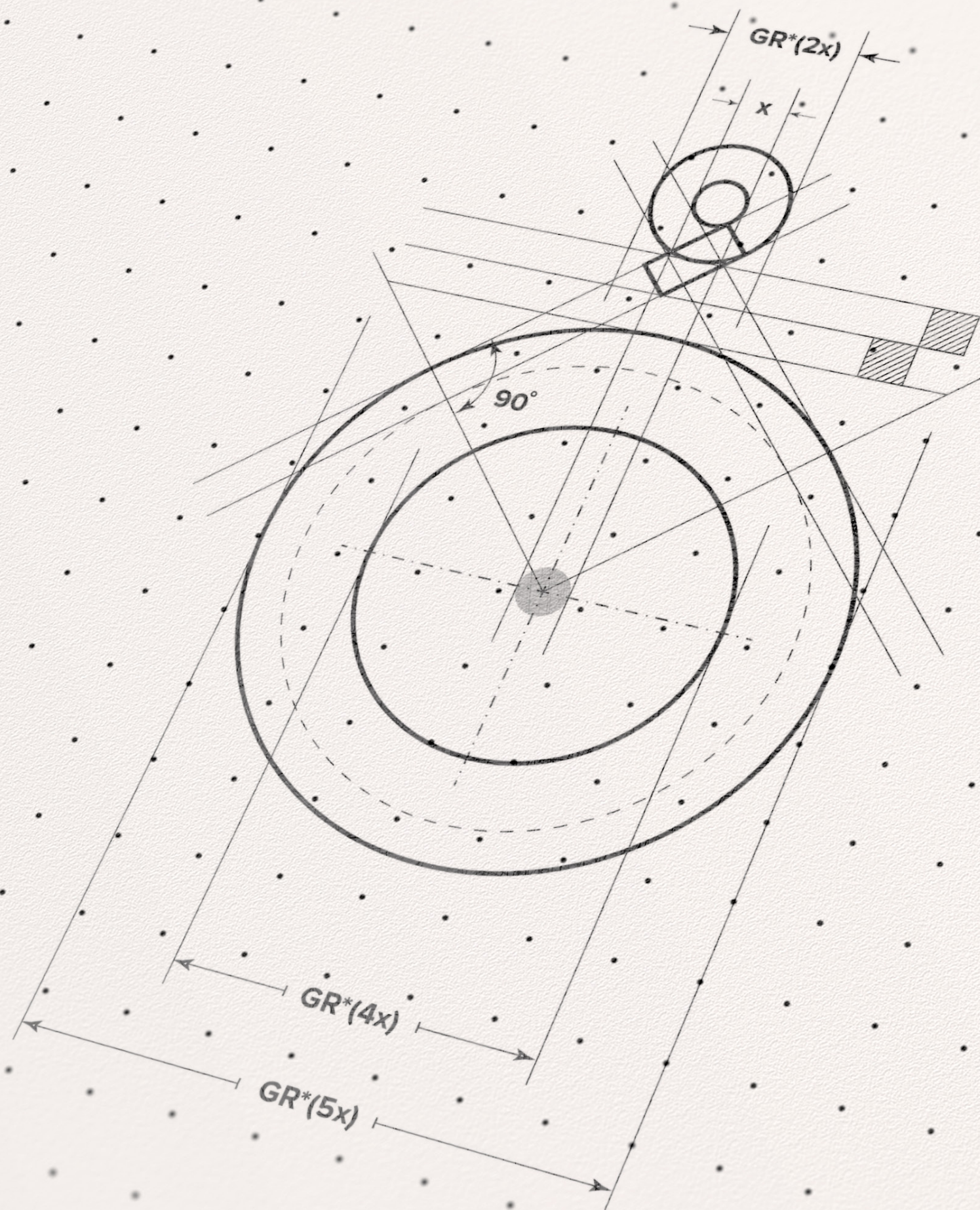
- The primary challenge was to establish a consistent brand identity that exuded trust, simplicity, and structure.
- I sought to infuse my personality into the brand, balancing my introverted personality, which draws energy from nature and tranquility, with my inner explorer, who craves diversity and new experiences.
- While consistency is essential for brand recognition, I believe that designers should not be constrained by a rigid set of rules, especially when a brand aims to embrace innovation and explore new frontiers. I sought a brand identity that I could embody with passion and longevity, maintaining consistency while simultaneously appealing to customers.
- I am a passionate dreamer who grounds my visions in reality, an adventurous soul who seeks equilibrium between exploration and stability, adaptable and responsive when the situation demands, and a thoughtful analyst who weighs all perspectives before making decisions.
- Due to the diversity of my clientele, I aimed to create a brand that could navigate the international landscape while preserving a unique touch of my Arabic heritage.

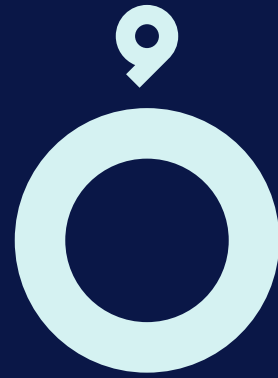
BRAND ATTRIBUTES





$GR = 1.618$

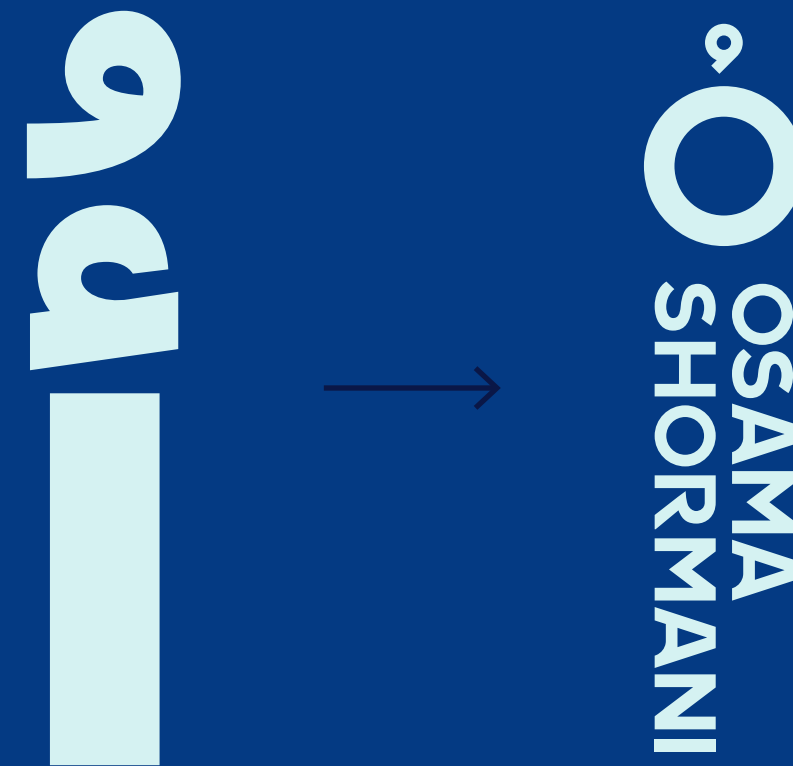


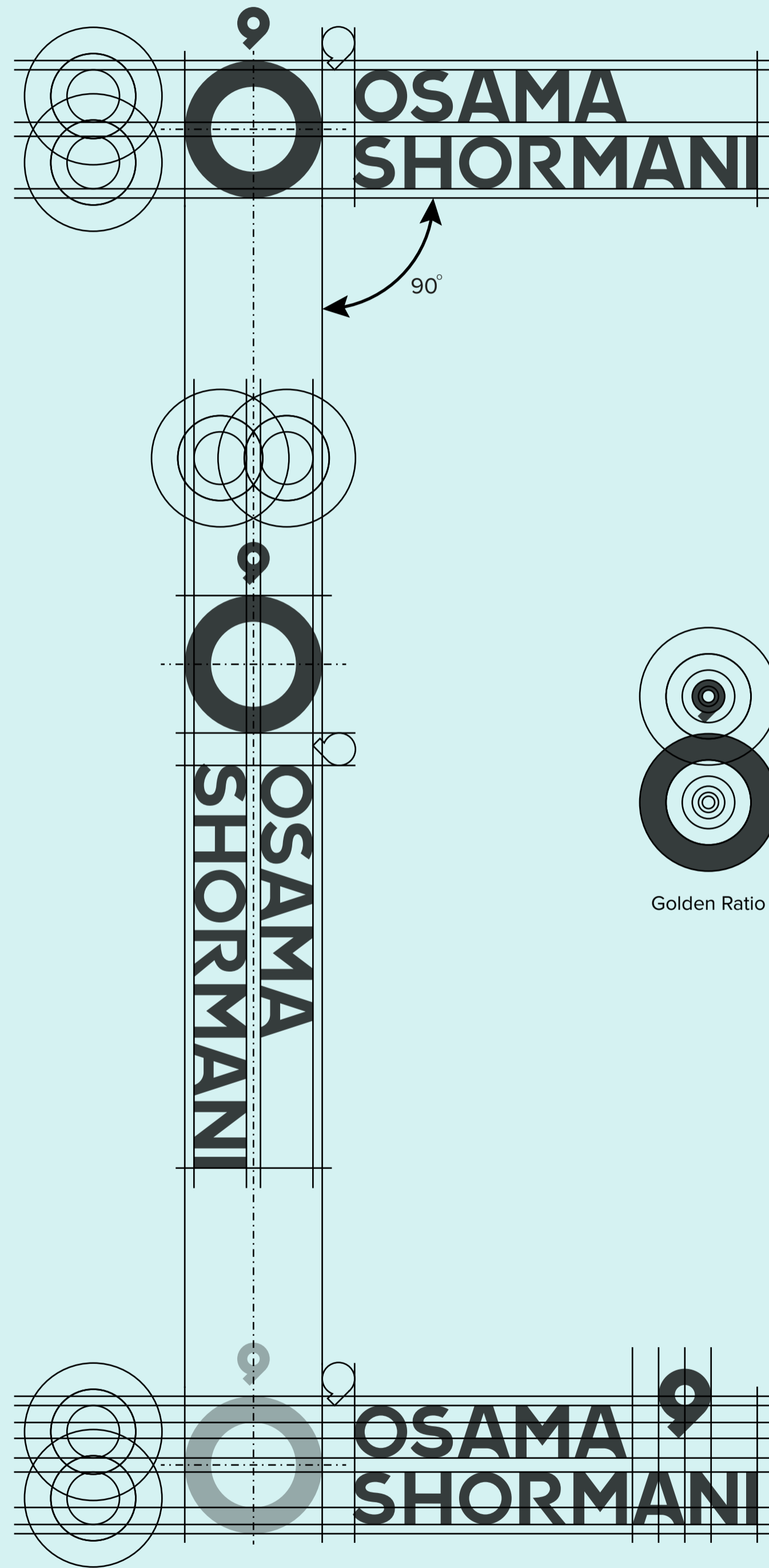


LOGO MAIN CONCEPT

As a proud Arab and an ardent admirer of Arabic calligraphy, I embarked on a journey to simplify my name in both Arabic and English into a symbolic form. In Arabic, my name is written as (أُسَامَة), with the first letter from the right being (اِ), known as "Alef," and bearing the diacritic "Dhamah," which corresponds to the letter "O." With a touch of simplicity, I removed the "Alef" and replaced it with the letter "O."

Subsequently, I incorporated my full name into the logo, with its vertical orientation inspired by the shape of the Arabic letter (اِ).







stamp



icon

PRIMARY COLORS

#043A83

RGB 4 58 131
CMYK 100% 87% 20% 7%

#D5F2F2

RGB 213 242 242
CMYK 15% 0% 5% 0%

#0A1747

RGB 10 23 71
CMYK 100% 95% 37% 46%

SECONDARY COLORS

Evoking the serenity and vibrancy of nature, these colors are not intended for formal documents but rather serve as a vibrant expression of my connection to the natural world, and to be used on social media.





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NUNITO SANS FAMILY FONT

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GRAPHIC DESIGN
BRANDING

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OSAMA SHORMANI

"A great brand is a story that is never completely told" David Brier




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DESIGN SHOULD BE CULTURALLY SENSITIVE

When designing for a specific culture, it is important to consider the audience's cultural norms & values.



OSAMA SHORMANI

Be careful when communicating using your brand elements because

YOUR BRAND SHOWS YOUR REPUTATION



OSAMA SHORMANI


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David Brier

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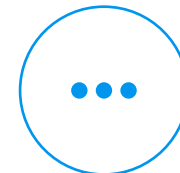
PERCEPTION MATTERS



Osama Shormani



69,420 Tweets



[Edit Profile](#)

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@thedesigner.osama



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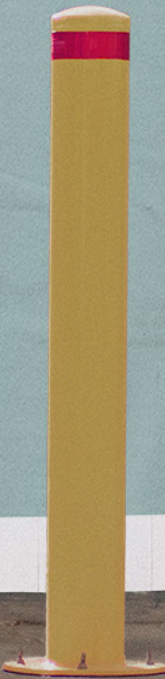
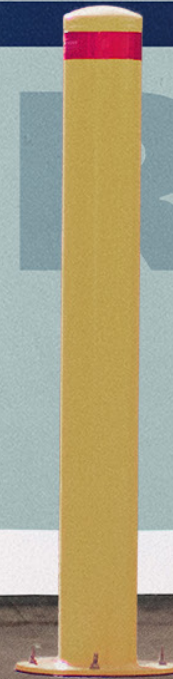
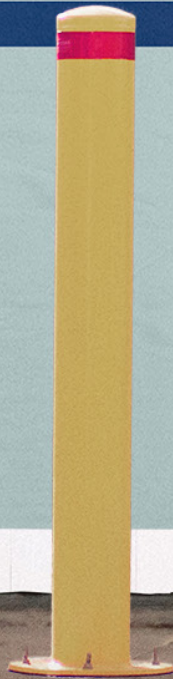
PERCEPTION MATTERS



PERCEPTION





MA TERS





THANK YOU FOR WATCHING

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