



Personal Brand Identity | Karam Dama Design
Karam Dama



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2024

**Karam
Dama
Design**



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About me

Karam Dama

Born in Latakia, Syria, in 2003. Due to the war, I now reside in Turkey. My passion for art, especially music, led me to play the oud and trumpet. In 2019, I began exploring graphic design. After three years of dedication, I aim to share my passion globally through a visual identity that reflects my journey

About the Logo

My logo represents the initials of my name and the word "DESIGN" in a modern style, symbolizing my evolution and creative identity. It incorporates the themes of confidence, seriousness, strength, and flexibility, with a focus on modernity and personal expression. Drawing inspiration from the sea and sky, using blue and white in my work. Blue, inspired by my favorite football club, "Hutteen," shapes my values.

Brand Look & Feel

trust - power - Bold - Creativity



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Eerie black

HEX RGB CMYK
#1f1f1f 31 31 31 72 66 65 74

Anti-flash white

HEX RGB CMYK
#efefef 239 239 239 5 4 4 0

Egyptian Blue

HEX RGB CMYK
#628b9 6 40 185 95 87 0 0

IBM Plex Sans Arabic

كُلُّ مَا لَمْ يَكُنْ مِنَ الصَّعْبِ فِيهِ
الْأَنْفُسُ تَسْرَهُ فِيهَا إِذَا هُوَ كَانَا

أبجد هوز حطي



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IBM Plex Sans

**Design adds value
faster than it adds costs**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnop
rstvwxyz**

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrs
tyvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

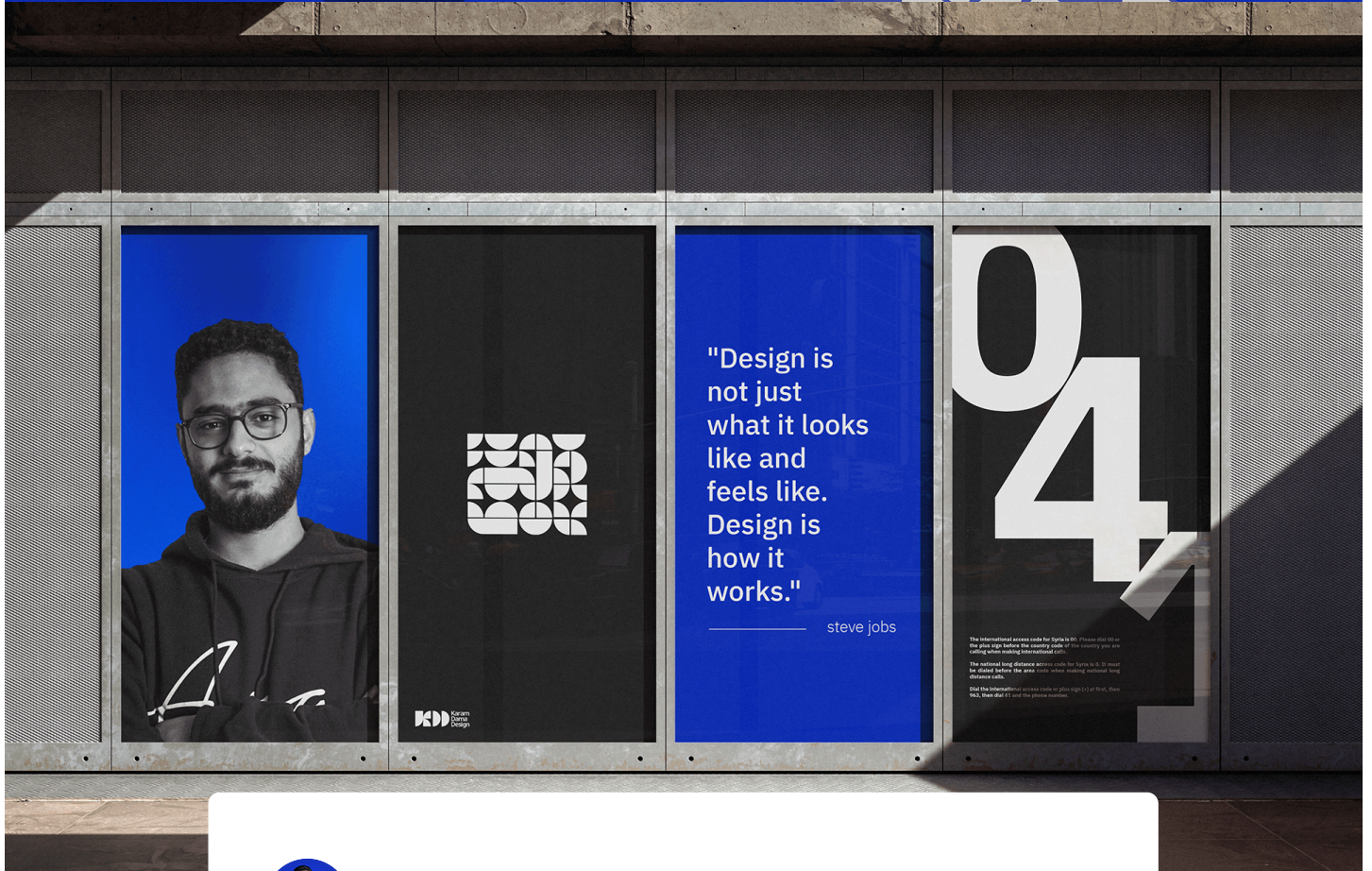
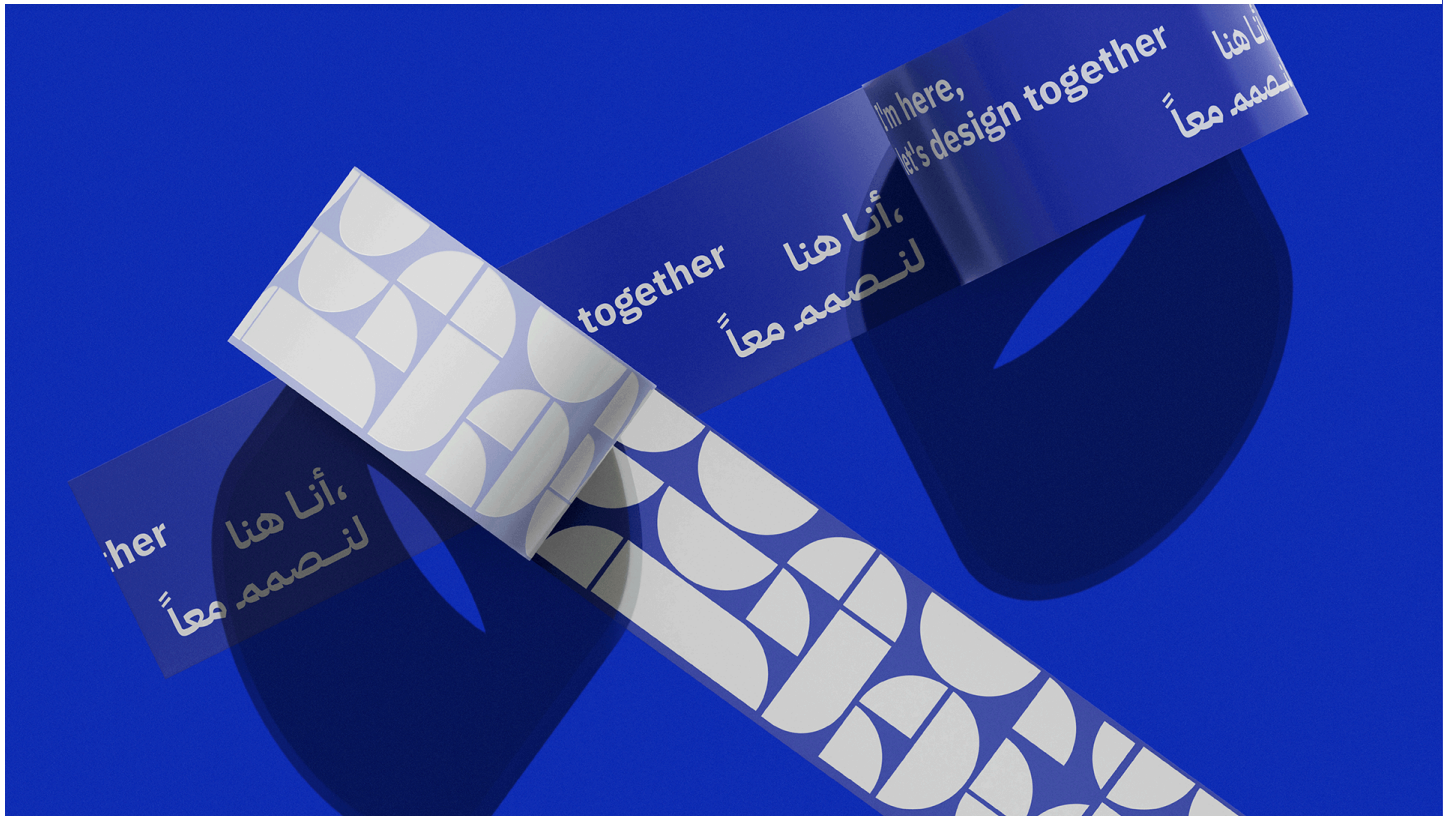
abcdefghijklmnopqrs
tyvwxyz

**"Design is not just
what it looks like and feels like.
Design is how it works."**

_____ steve jobs



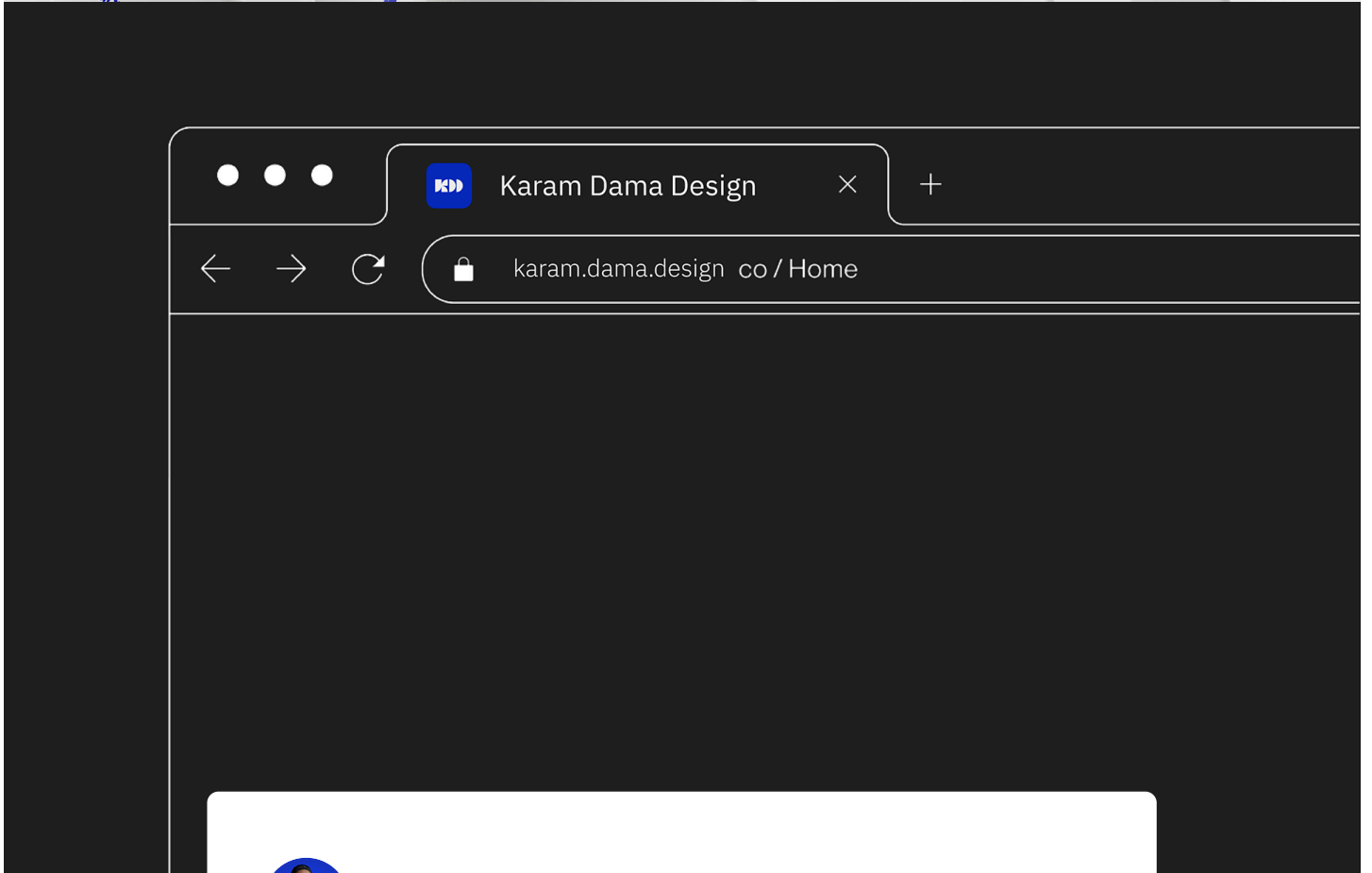
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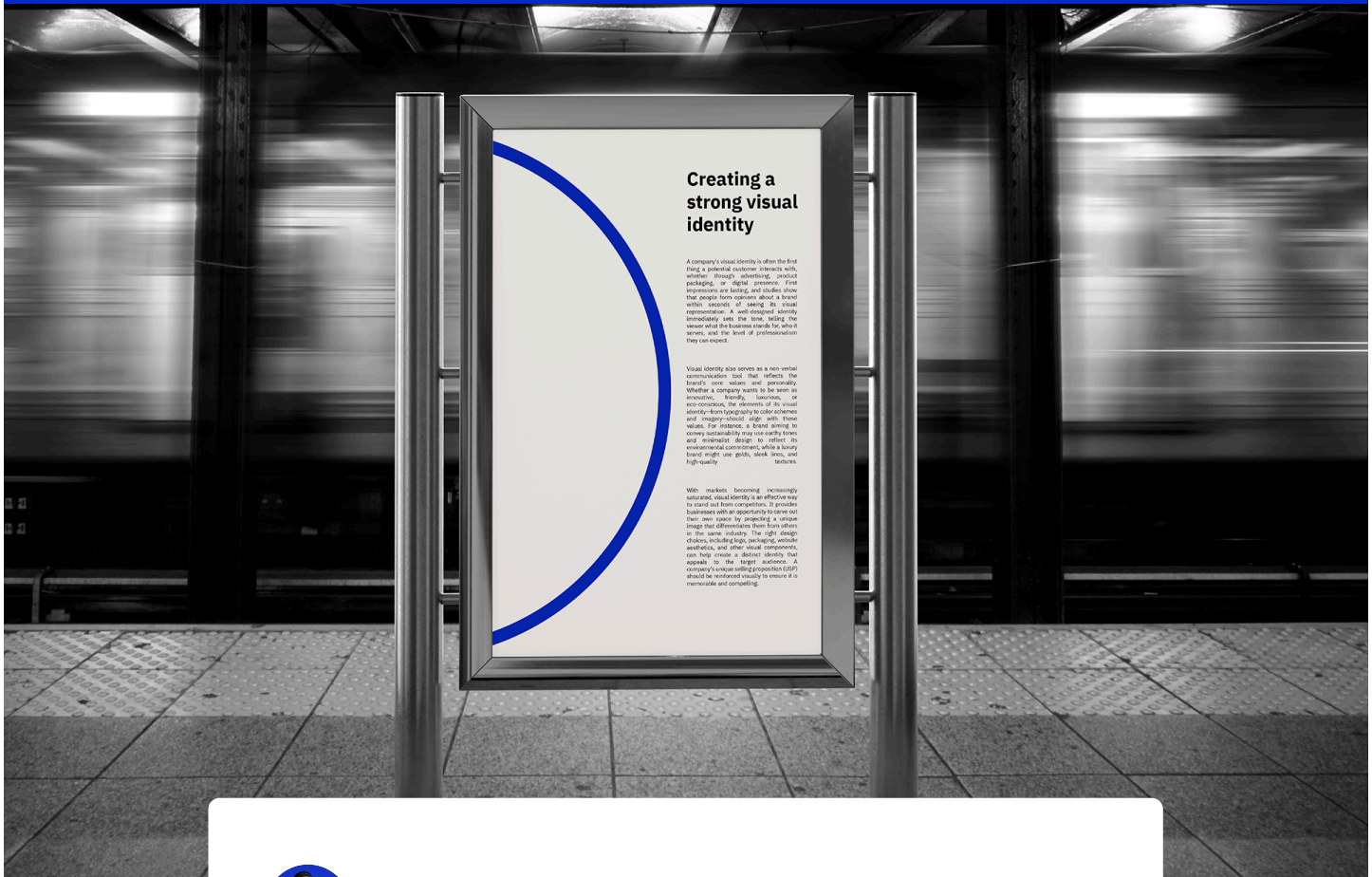
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Creating a strong visual identity

A company's visual identity is often the first thing a potential customer interacts with, whether through advertising, product packaging, or digital presence. First impressions are lasting, and studies show that people form opinions about a brand within seconds of seeing its visual representation. A well-designed identity immediately sets the tone, telling the viewer what the business stands for, who it serves, and the level of professionalism they can expect.

Visual identity also serves as a non-verbal communication tool that reflects the brand's core values and personality. Whether a company wants to be seen as innovative, friendly, luxurious, or eco-conscious, the elements of its visual identity—from typography to color schemes and imagery—should align with those values. For instance, a brand aiming to convey sustainability may use earthy tones and minimalist design to reflect its environmental commitment, while a luxury brand might use gold, sleek lines, and high-quality textures.

With markets becoming increasingly saturated, visual identity is an effective way to stand out from competitors. It provides businesses with an opportunity to carve out their own space by projecting a unique image that differentiates them from others in the same industry. The right design choices, including logo, packaging, website aesthetics, and other visual components, can help create a distinct identity that appeals to the target audience. A company's visual identity proposition (VIP) should be tailored specifically to ensure it is memorable and compelling.



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