

S A L I M S A M A W I D E S I G N

From a Dream to a Masterpiece:

Your Idea, Our Design.

P O R T F O L I O

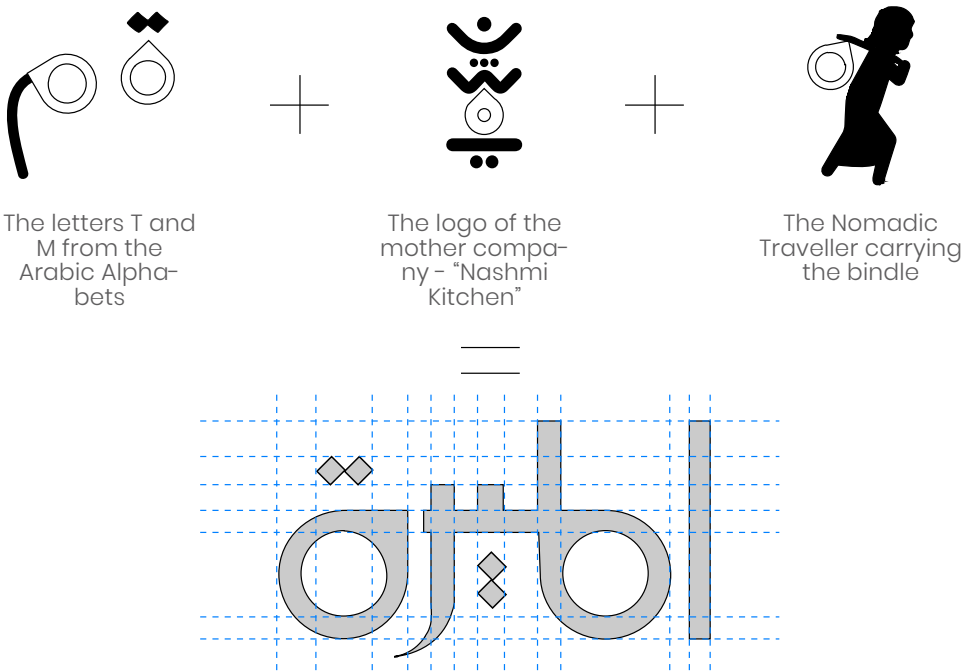
2 0 2 5

01 – BRANDING

LOGO



CONCEPT

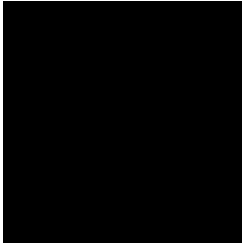


BRIEF

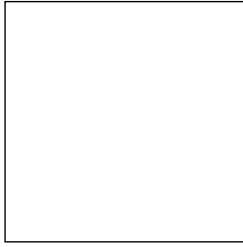
The Client “Nashmi Kitchen” is restaurant management company that is planning on introducing a new restaunt to the market: “Almaera”.

“Al Maera” is a newly developed concept that focuses on originality and creativity in food. It serves traditional arabic food with a modern twist. It’s a restaurant that takes its values straight from the name.

COLORS



Black
#000000
PANTONE 19-0303 TCX
C = 0, M = 0, Y = 0, K = 100



White
#FFFFFF
PANTONE 11-0601 TCX
C = 0, M = 0, Y = 0, K = 0

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9

Arial - Regular
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض
ظ ط ع غ ف ق ك ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Abadi Mt Condensed- Light



LOGO



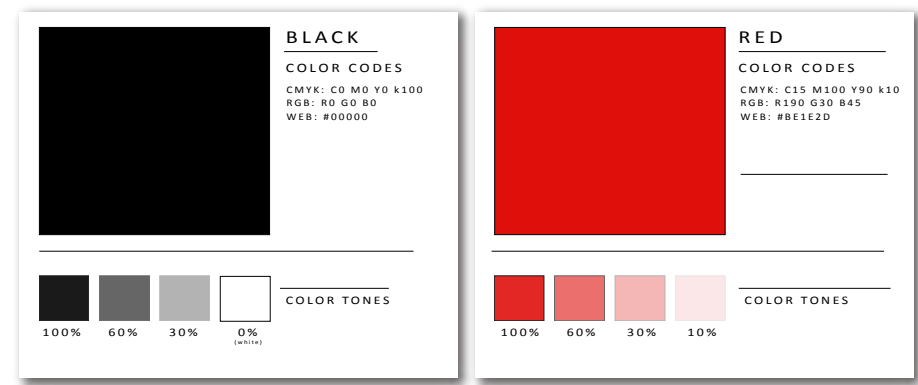
CONCEPT



BRIEF

The Client is an Authentic Japanese cuisine that serves high-end food for affordable prices. The logo must reflect the authenticity of the restaurant, relate to Japanese culture, and be unique and eye catching, as it will open in a busy area known as the "food sector" of Amman, where it is very competitive.

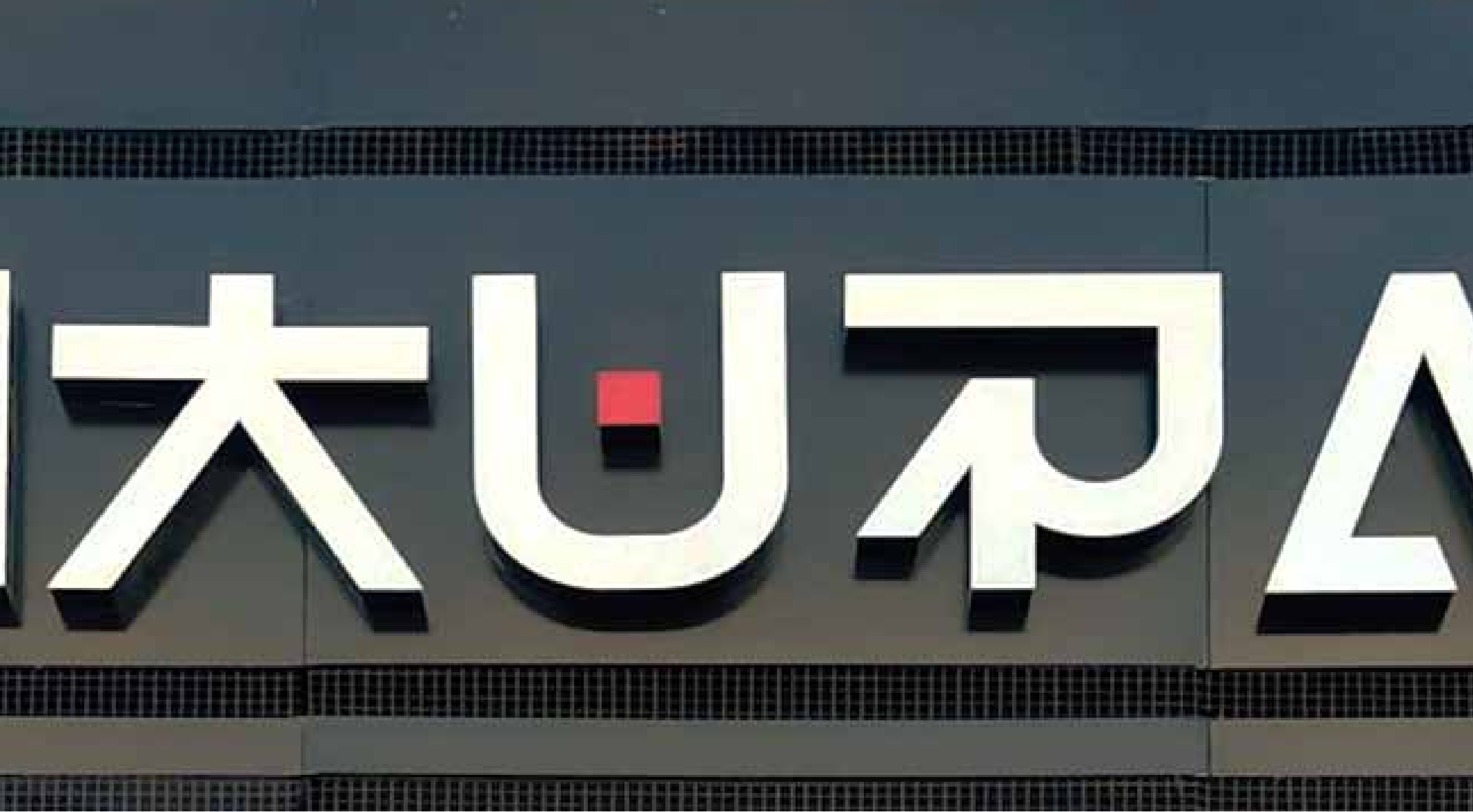
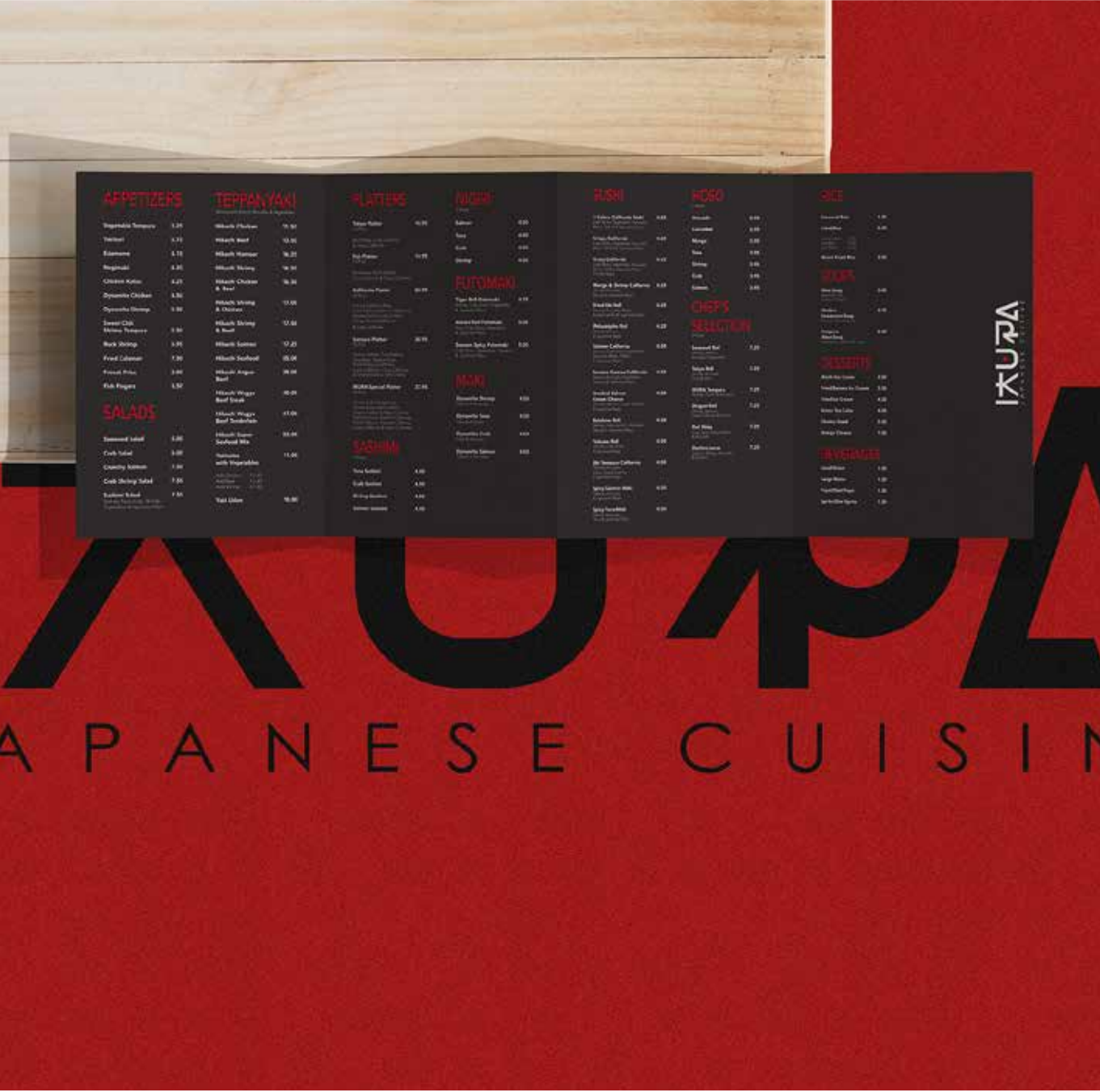
COLORS



TYPOGRAPHY

MYRIAD PRO Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

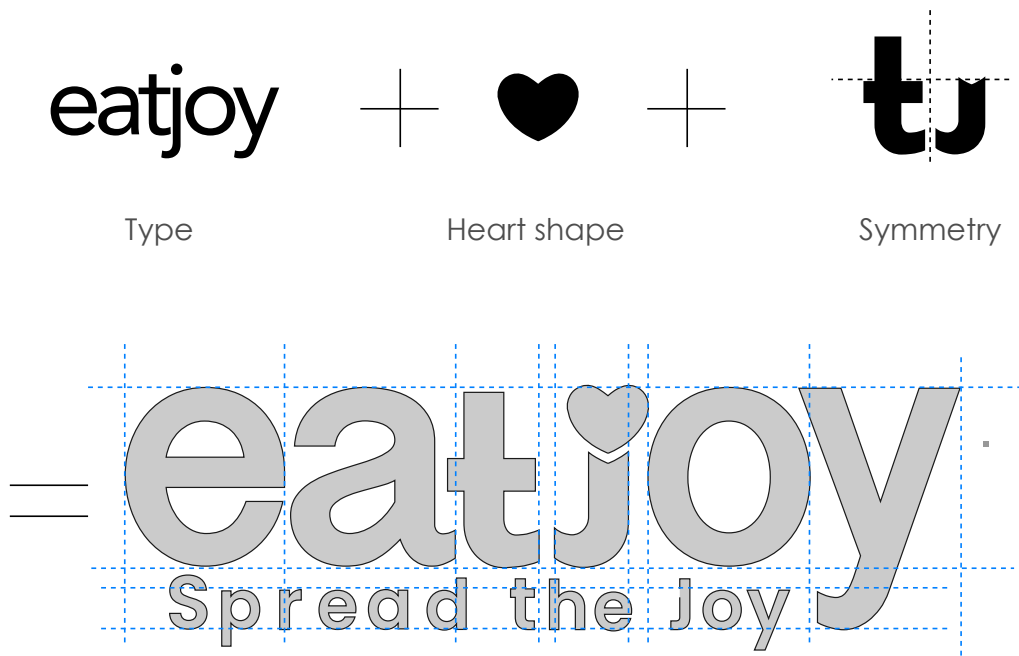
VERDANA Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



LOGO

eatjoy
Spread the Joy

CONCEPT



BRIEF

The client is a cloud kitchen that offers gourmet sandwiches with top quality ingredients at a competitive price. “Eatjoy” differentiate themselves from the competition by offering “Top Quality” gourmet sandwiches to their customers, but as an unknown startup, this needs to be reflected in their Branding.

COLORS

Cream
PANTONE: P16-9C
#833514
CMYK 9,12,20,1

Dark Orange
PANTONE: P36-14C
#833514
CMYK 32,68,87,24

Black
PANTONE: BLACK C
#000000
CMYK 0,0,0,100

TYPOGRAPHY

Abcdefghijklmnopqrstuvwxyz
ITC Avant Garde Gothic Medium

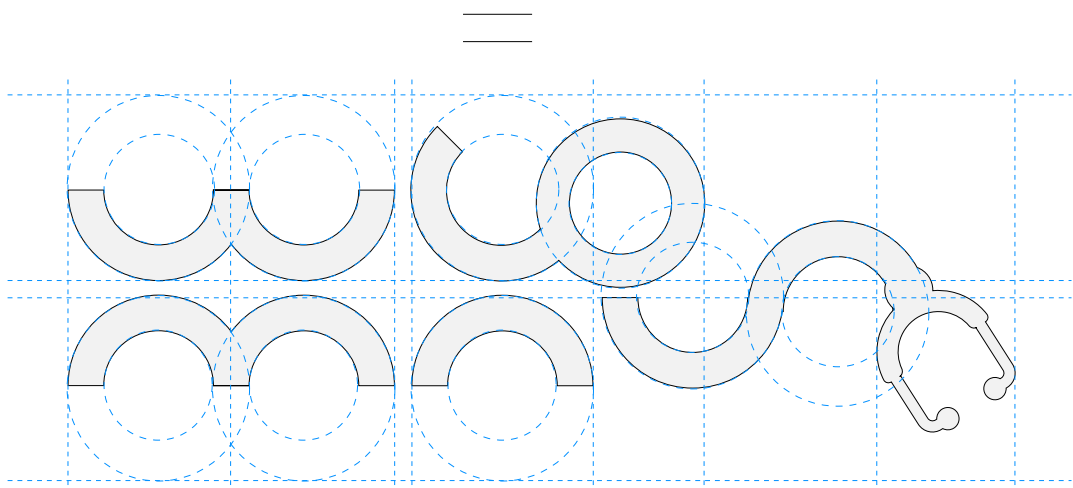
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Avenir Black



LOGO



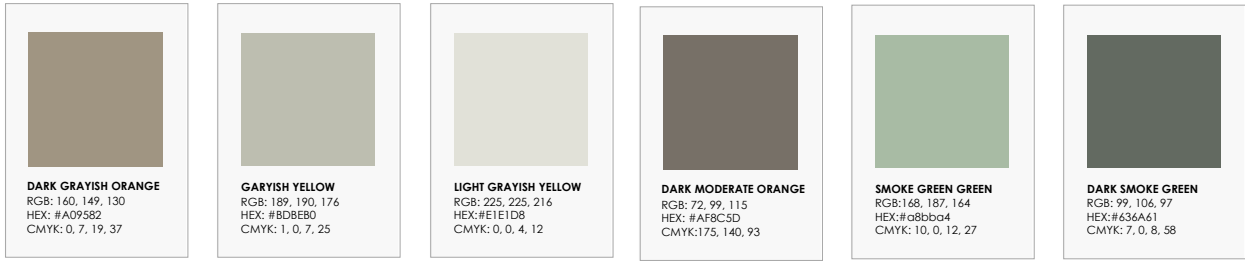
CONCEPT



BRIEF

MAS is a modern, multi-specialty clinic offering both medical and aesthetic care. Founded by Lubaba Abu Sheikh, MAS emphasizes personalized service, advanced technology, and a wellness-focused experience. The brand aims to inspire confidence, comfort, and holistic support in every client's health journey.

COLORS



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Cherston - Light Round

ABCDEFGHIJKLMNOPQRSTUVWXYZ

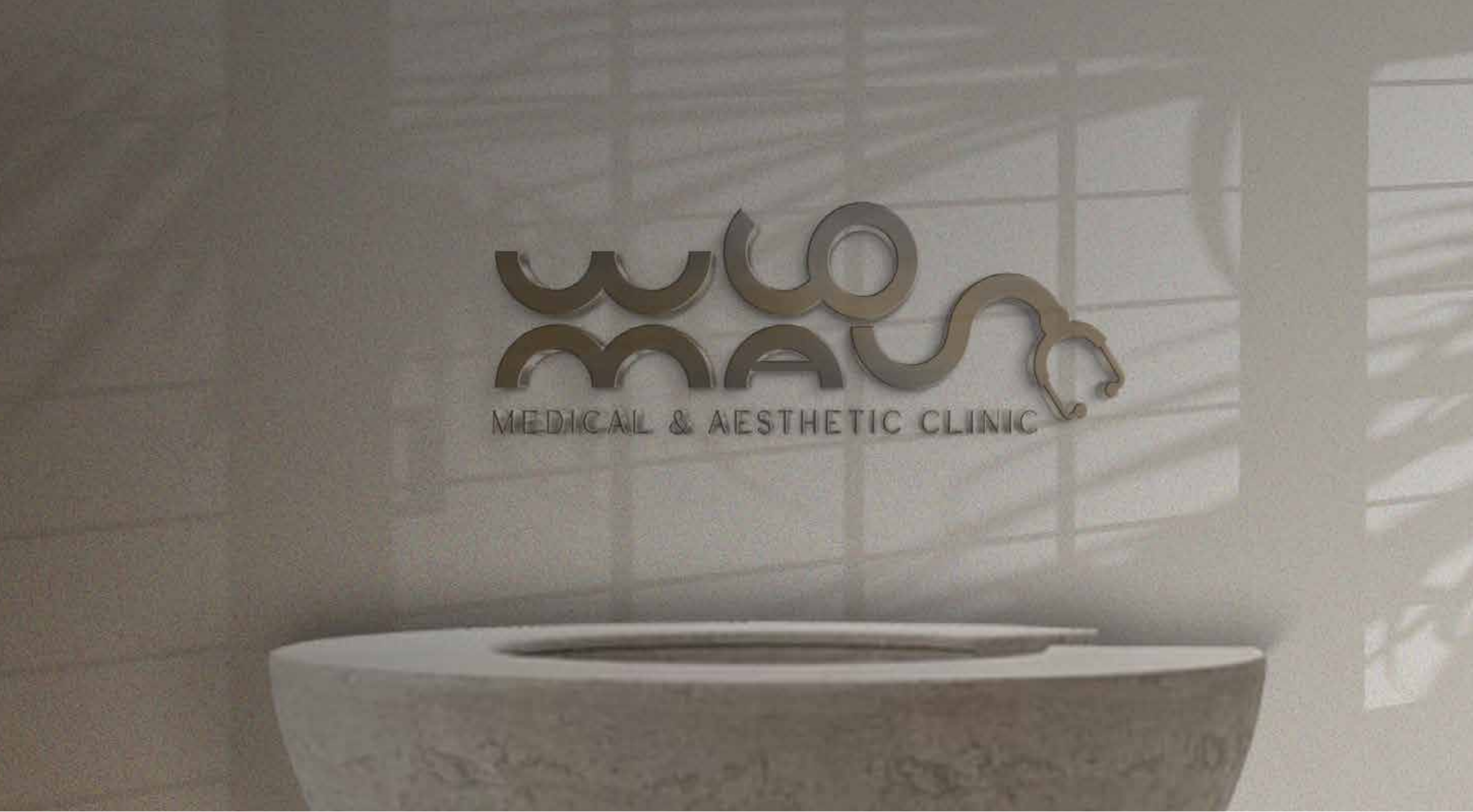
Cherston - Bold Round

abcdefghijklmnopqrstuvwxyz

Blacker - Light

abcdefghijklmnopqrstuvwxyz

Blacker - Medium



LOGO



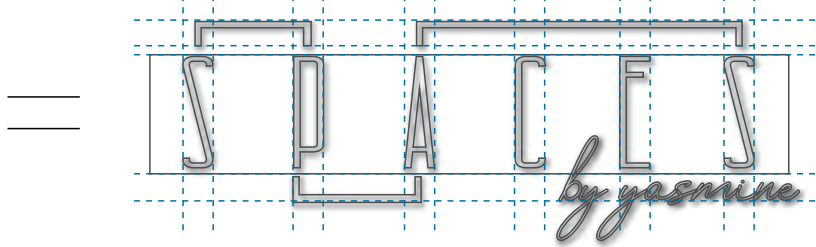
CONCEPT



Typography for
"Spaces"
with spacing
between the
letters

Cursive
typography for
the words
"by Yasmine"

Measurements of
spaces as used by
interior designers



BRIEF

The client “Spaces by Yasmine” is a Creative Interior Designer, specialized in high-end interior design and execution. The client’s style is minimal, modern, de-tailed, and bold. Therefore, an out of the box ap-proach is require to represent the client.

COLORS

	Black HEX: #000000 RGB: 0,0,0 CMYK: 0, 0, 0, 100		Pistachio HEX: #72997F RGB: 14, 153, 127 CMYK: 25, 0, 17, 40
	White HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0		Gray HEX: #B3B3B3 RGB: 179, 179, 179 CMYK: 0, 0, 0, 30

TYPOGRAPHY

Architectura - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9

Housttely Signature- regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Poppins- semibold

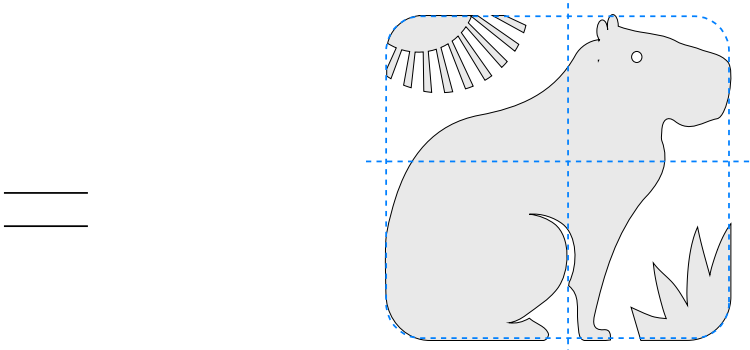
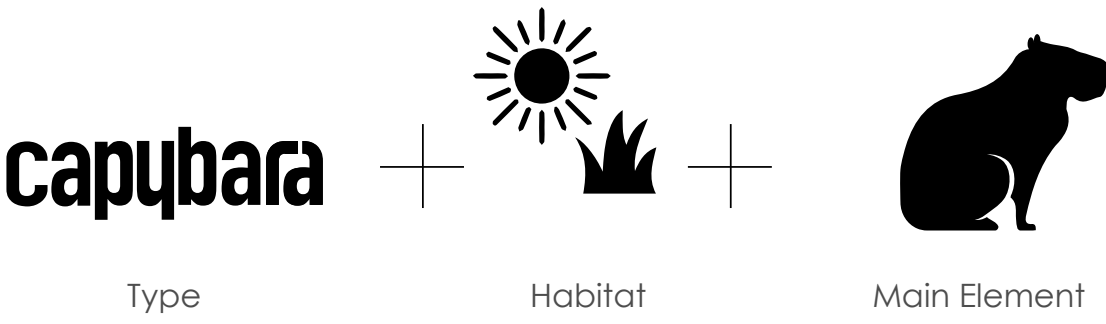
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9



LOGO



CONCEPT



BRIEF

The client operates in the apparel sector and aims to leverage their established relationships in Vietnam to launch a distinctive clothing line that resonates in the fashion market. The focus will be on crafting straightforward, semi-casual attire such as polo shirts, emphasizing simplicity over intricate design elements. To achieve this, the brand must be highly memorable, and the logo should be both unique and visually striking.

COLORS



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123

Bebas new - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123

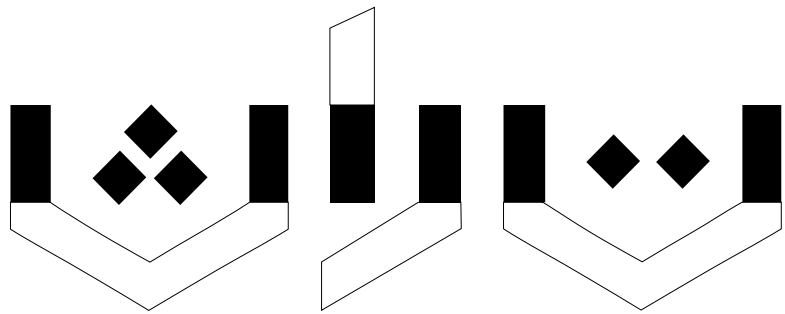
Britannica - Bold

abcdefghijklmnopqrstuvwxyz 123

Calibri - regular



LOGO



TURATH CULTURAL HERITAGE CENTER

CONCEPT

تراث

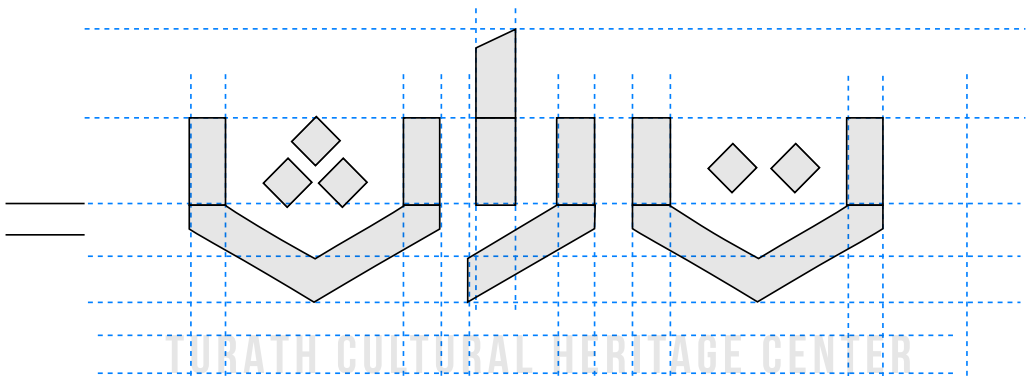
Type



Geometry



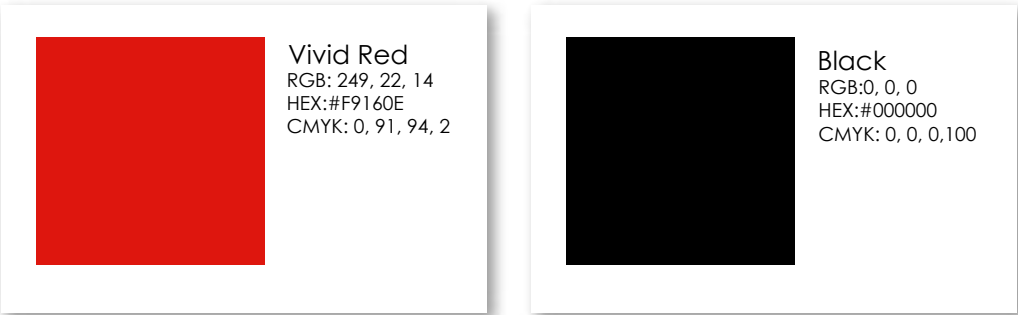
Beduin Tapestry



BRIEF

Turath is a cultural heritage center located in Saudi Arabia, dedicated to preserving the rich Bedouin culture and conducting research on historical truths. "Turath" is an arabic word that translates to "heritage."

COLORS



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

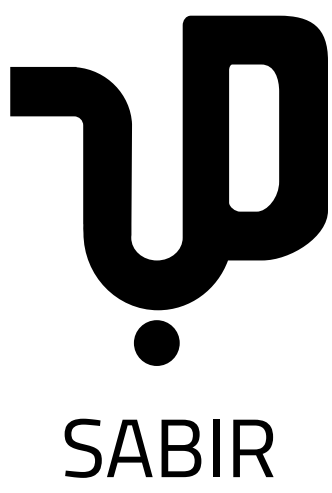
Bebas Neue - Bold

ا ب ت ث ج ح د ذ ر ز س ش ض ص
ط ظ ع غ ف ك م ن ه و ي

GE SS TWO - Bold



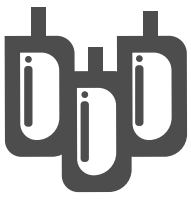
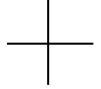
LOGO



CONCEPT



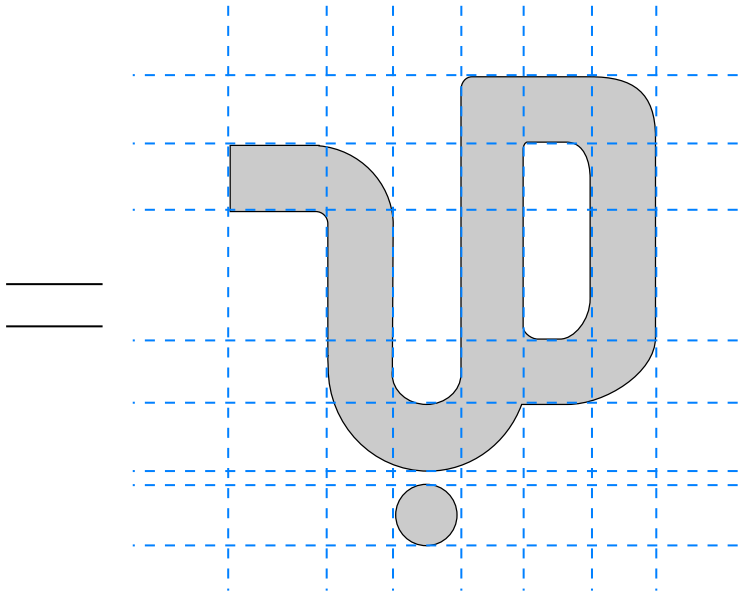
Date



Date fruit



Arabic



BRIEF

The Client is a fruit-dates farming, manufacturing and exporting company based in Jordan with markets in Europe, the US, and the Middle east. The name “Sabir” means literally “endurance” or “patience” in the Arabic language.

In ancient times, bedouins would stock up on date fruits before going on long journeys because it is known give them energy and endurance "Sabir".

COLORS

PRIMARY COLOR

WHITE

COLOR CODES

RGB 255,255,255

#FFFFFF

CMYK 0,0,0,0

PRIMARY COLOR

BLACK

COLOR CODES

RGB 0,0,0

HEX #000000

CMYK 0,0,0,100

SECONDARY COLOR

GREY

COLOR CODES

CMYK: C19 M13 Y10 K1

RGB: R204 G204 B204

WEB: #C0C0C0

TYPOGRAPHY

MYRIAD PRO Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

MYRIAD PRO Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



02 – PRINT

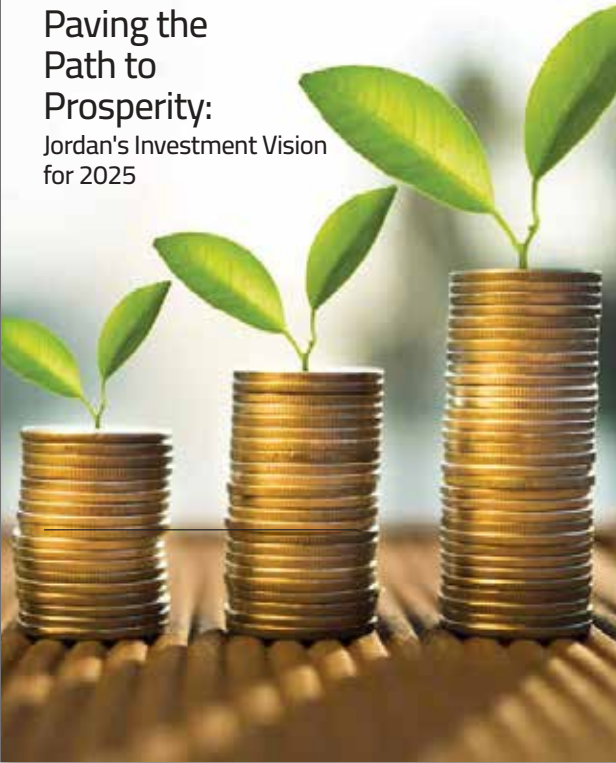


BOOKLET

This 67 Page booklet design was created for a communications company; Makana360. It is a presentation that showcases Makana360s predictive capabilities using Social Listening tools and AI analytics, concerning the Jordanian government`s investment landscape.

Foreword:

Paving the Path to Prosperity: Jordan's Investment Vision for 2025



INVESTMENT

Jordan's investment landscape in 2025 is expected to focus on infrastructure development, digital transformation, and sustainability. Key areas include renewable energy, tech startups, and smart agriculture, supported by regional partnerships and improved business environments. These efforts aim to strengthen economic growth and enhance global competitiveness.

19.4%

Marks the positive growth in net sentiment regarding investment compared to the previous year.

1.3B

The total foreign direct investment during the first nine months of 2024 decreased to this level.

Positive

Negative

Neutral

mo makana 360

As innovation leads the way,

Jordan's banking sector embraces digital growth, reforms, and sustainability to shape a dynamic financial future



DIGITAL BANKING

Jordan's banking sector is expected to witness significant **growth** in digital banking adoption, driven by **neo-banks**

40%

Of total interactions in 2024 were captured by Islamic banks.

ISLAMIC & COMMERCIAL BANKS

Traditional Islamic and commercial banks **enhance services** to stay competitive.

43%

Marks the positive growth in net sentiment regarding Neo Banks compared to the previous year.

Positive

Negative

Neutral

mo makana 360




Economic Modernization Vision

Unlocking Sectoral Potential



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

mo makana 360



Electric Vehicles

BALANCING CHALLENGES AND FUTURE POTENTIAL

45%

Of total car sales in Jordan in 2023 were electric vehicles

-29%


Is the net sentiment regarding electric vehicles, reflecting a substantial decline and highlighting growing negative perceptions

Positive

Negative

Neutral

mo makana 360



Financial Services

BUILDING TRUST: TRANSFORMING FINANCIAL SERVICES FOR INCLUSIVE GROWTH.

43%

Marks the increase in positive sentiment in 2024 compared to 2023.

90.8M

Jordanian Dinars is the increase in local revenues during the first ten months of 2024 compared to the same period of the previous year.


Positive

Negative

Neutral

mo makana 360





ICT and Entrepreneurship

DRIVING INNOVATION: EMPOWERING ENTREPRENEURSHIP THROUGH TECHNOLOGY

27%

Of Jordanians are interested in entrepreneurial activities.

64%

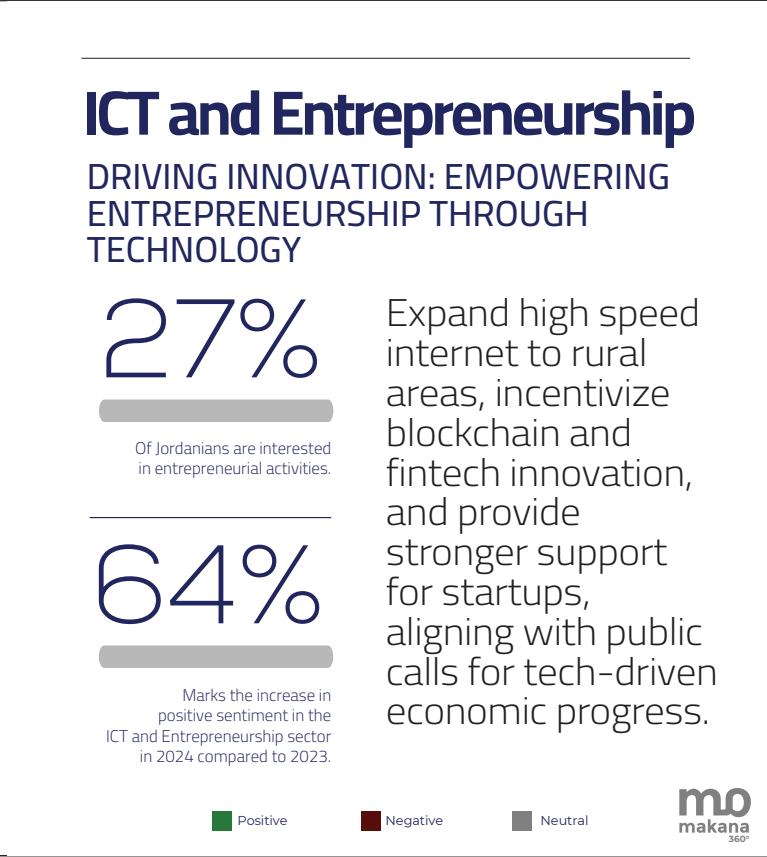
Marks the increase in positive sentiment in the ICT and Entrepreneurship sector in 2024 compared to 2023.

Positive

Negative

Neutral

mo makana 360





REPORT

This 25 Page publication was created for Orange Jordan, as a report to evaluate its online performance and digital presence in the year 2024, as well as research on its users and their preferences.

Executive Summary

A leading strategic communications consultancy in Jordan, leverages data-driven insights to empower its clients. This report is tailored for Orange Jordan to evaluate and enhance its digital performance, client satisfaction, and public sentiment. The analysis includes benchmarking against global leaders in telecommunications and concludes with actionable strategic communication recommendations.

Over the past year, Orange Jordan has faced significant challenges in its digital performance, marked by declines in engagement, reach, and user-generated conversations. Despite these setbacks, the company has maintained a consistent presence through strategic campaigns such as the iPhone 15 giveaway and Orange Money promotions, which effectively engaged audiences. These insights provide a foundation for identifying opportunities to revitalize Orange Jordan's market standing through innovative strategies and targeted campaigns.



Introduction

The telecommunications industry is rapidly evolving, with consumer preferences and digital trends reshaping competitive landscapes. For Orange Jordan, staying ahead necessitates leveraging robust data analytics to refine its communication strategies and enhance customer engagement.

This report presents an in-depth analysis of Orange Jordan's digital performance, public sentiment, and competitive positioning. Drawing on data from diverse media sources and the latest industry benchmarks, the report highlights areas of strength, identifies gaps, and provides strategic recommendations to solidify Orange Jordan's position as a market leader. By adopting these strategies, Orange Jordan can address current challenges, capitalize on opportunities, and set a course for sustainable growth in the ever-changing telecommunications sector.



Sentiment Analysis

NET SENTIMENT

79.7%

19.7%

Compared to the previous period

(More in full report)



Audience Analysis

A STUDY ON ORANGE USERS

A study has been conducted on a small group of Orange users, focusing on their interests, purchase behavior, and regional distribution.



LOCATION



The data highlights Orange's strong dominance in urban areas like Amman, while also revealing opportunities for growth in secondary cities and other governorates.

Developing tailored strategies to address local needs in cities like Irbid, Ajl Zangid, Aqaba, and Ar Ramtha can help Orange expand its market presence.

This analysis underscores the importance of leveraging urban dominance while diversifying regionally to maximize reach and impact.

INTERESTS



Technology and Computing (36.17%): This is the leading category, indicating a strong preference for tech-related content and services. Orange users appear to value innovation and digital advancements, aligning with Orange's offerings.

Business and Industrial (28.72%): This highlights interest in professional and industrial domains, suggesting a significant portion of users are business-oriented or involved in related industries.

Work (26.06%): A notable share of users is interested in work-related topics, reflecting an audience with a focus on career growth and opportunities.

Soccer (18.79%): This cultural interest shows a strong following for sports, particularly soccer, offering an opportunity for Orange to engage with audiences through sports sponsorships or campaigns.

PURCHASE INFLUENCE



Social Media (82.24%): The most significant driver, highlighting the strong impact of social platforms in shaping user behavior and preferences.

Online Ads (76.97%): A major influence, indicating the importance of well-targeted and engaging digital advertising campaigns.

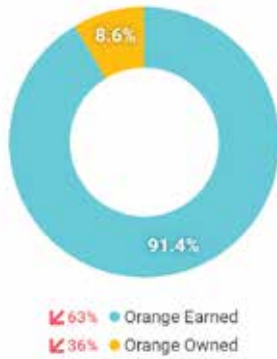
Friends and Family (61.18%): Word-of-mouth remains a key factor, underscoring the value of personal recommendations and trust in decision-making.

Brand Name (28.85%): The reputation and recognition of the brand play a notable role, reflecting user confidence in established names.

Product Utility (21.71%): Practicality and features of a product influence a smaller yet significant portion of users.

(More in full report)

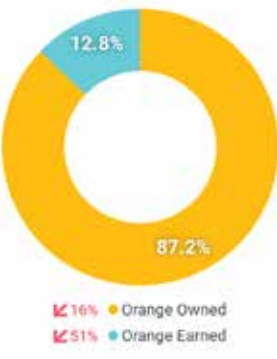
Sources of Conversations



91.4%

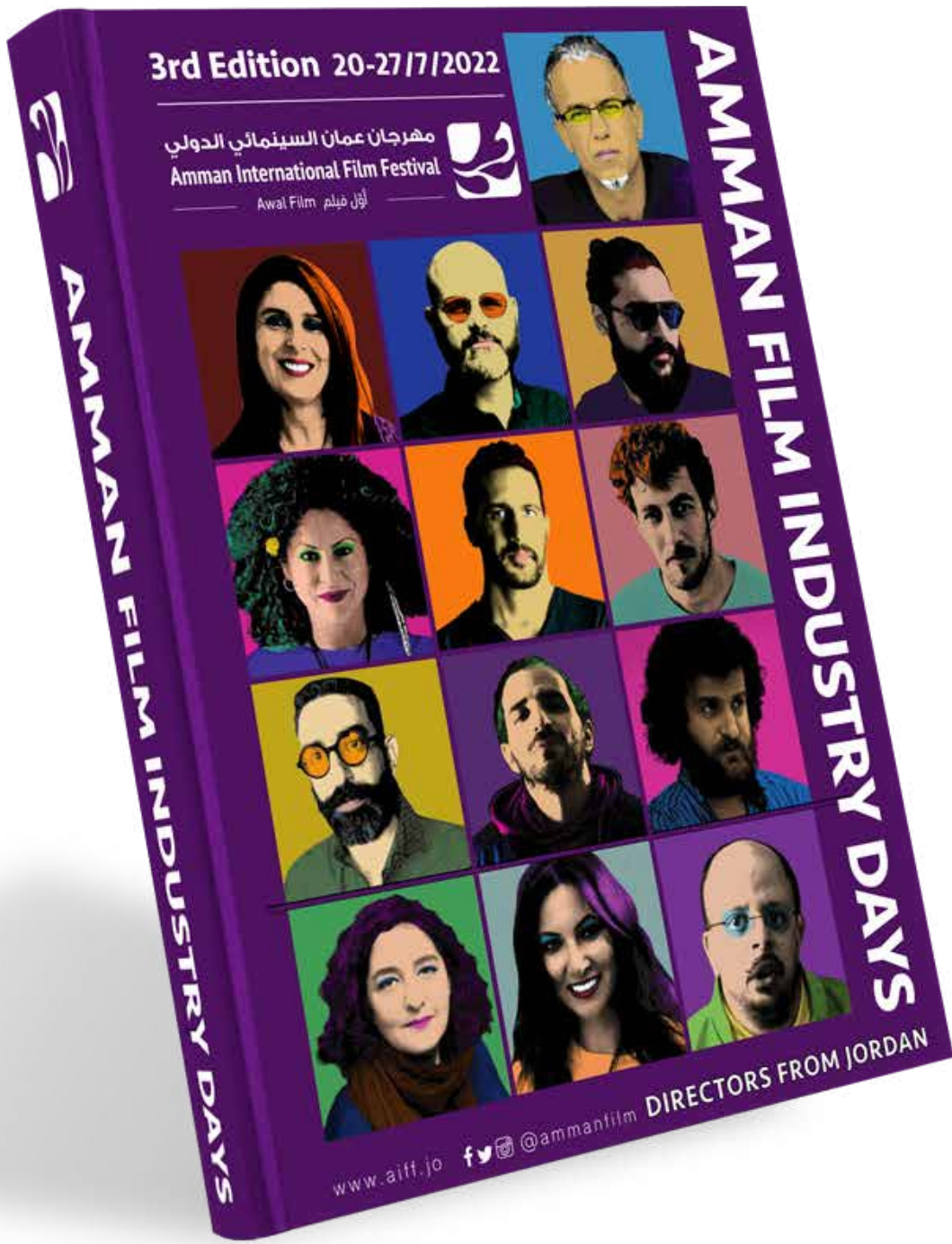
The majority of conversations about Orange are **earned media (91.4%)**, highlighting significant discussions generated by external sources or users. Owned media accounts for 8.6%, indicating a smaller contribution from Orange's own platforms.

Sources of Engagement



87.2%

Most engagement is driven by **owned media (87.2%)**, showcasing the effectiveness of Orange's platforms in fostering interactions. Earned media contributes 12.8% to engagement, reflecting user interaction with content generated outside Orange's control.



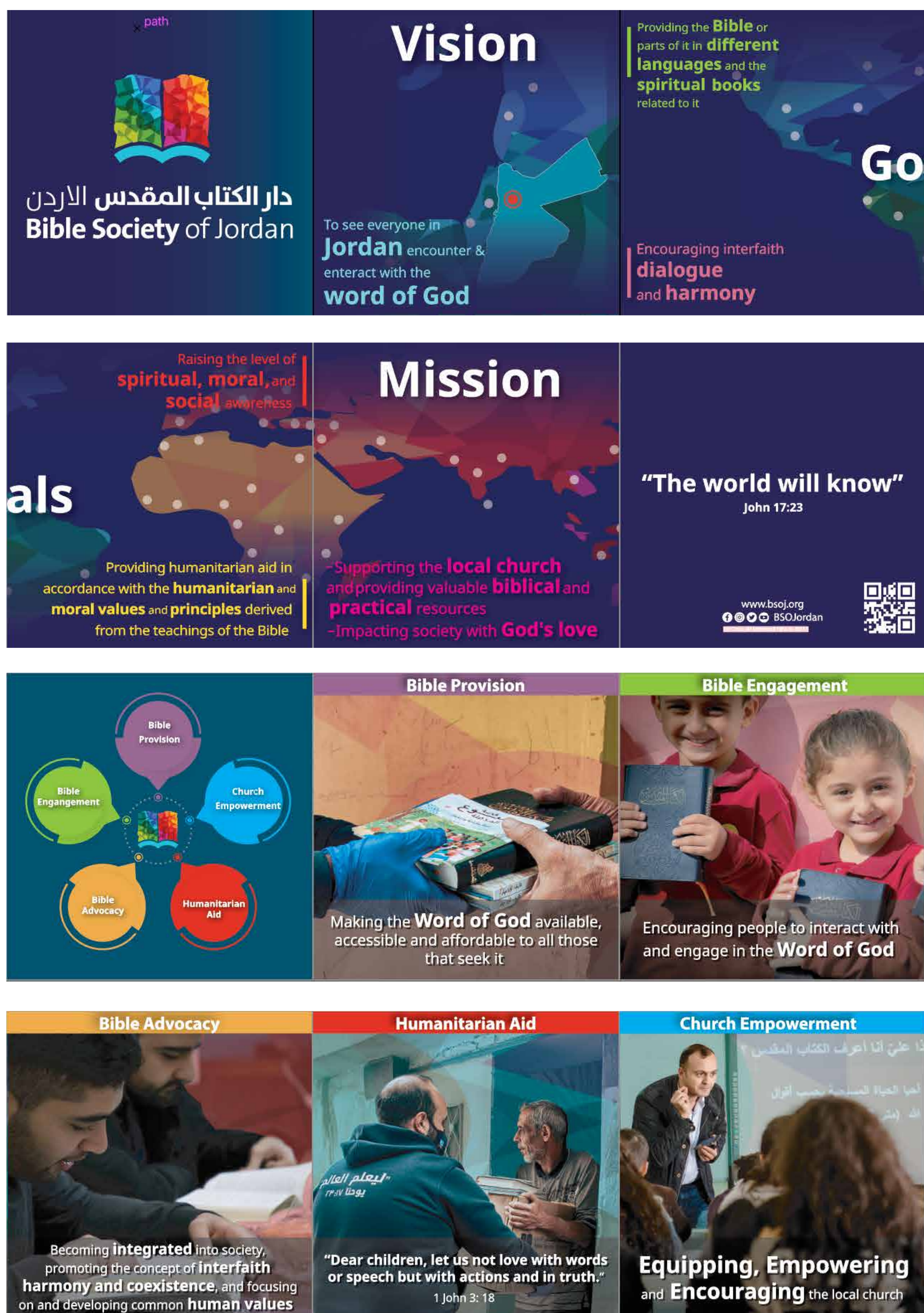
BOOK

This 98 Page book design was for the Amman International Film Festival 2022, to cover the events of the Amman Film Industry Days project which took place in Amman,



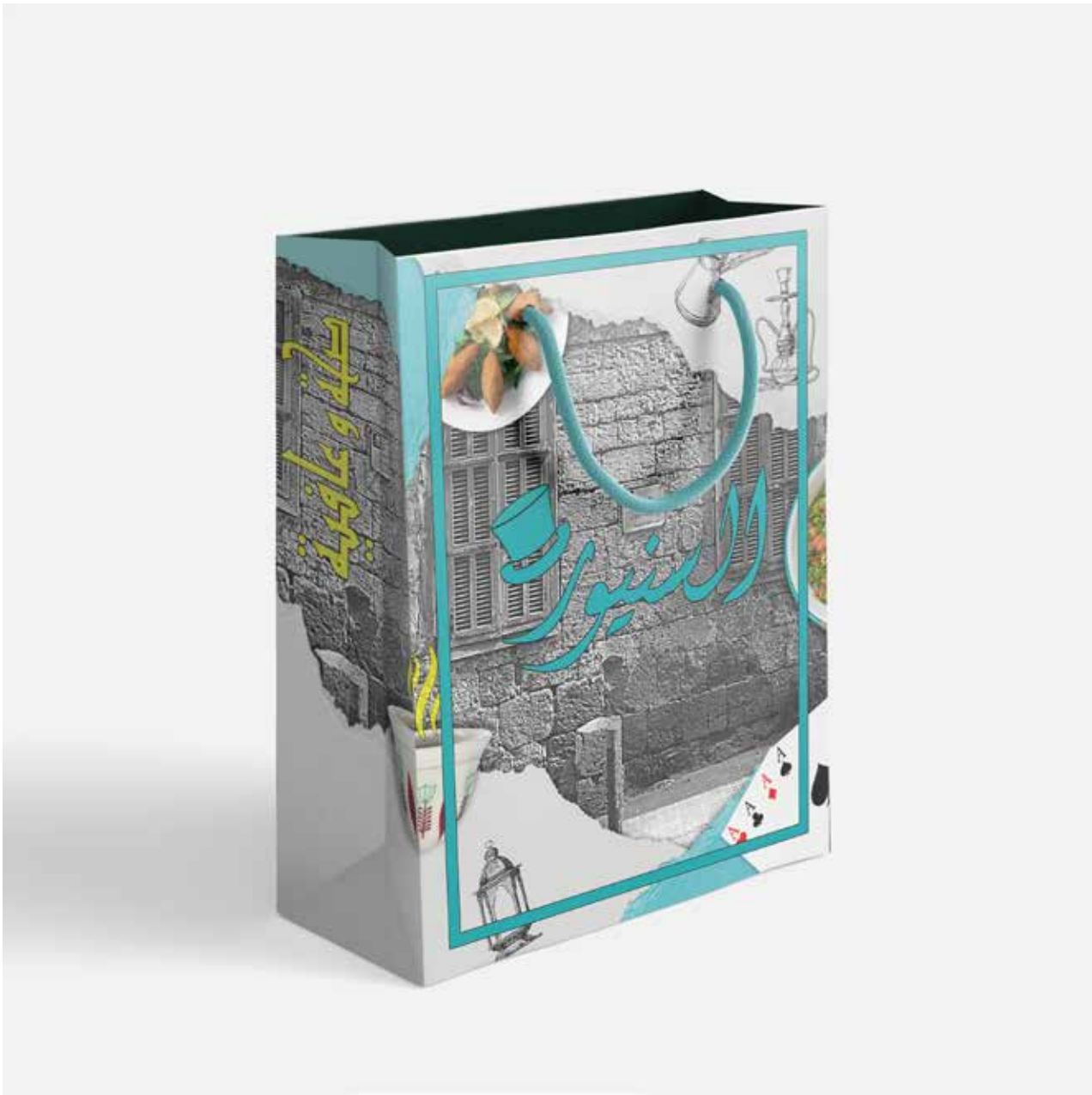


This 6 fold brochure was custom-designed for the Bible Society of Jordan to be used as a Coaster, Fridge-magnet, and an informative brochure to inform the community about the Bible society and its activities.



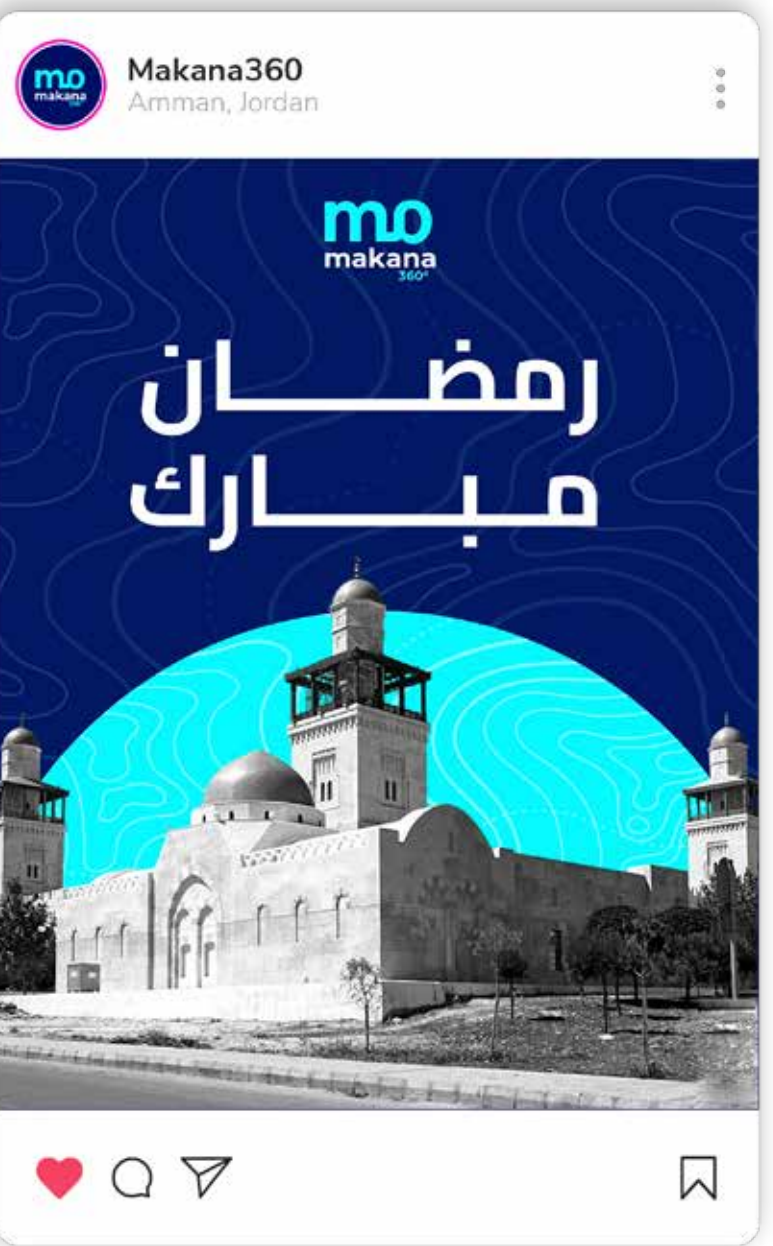
03 – PACKAGING

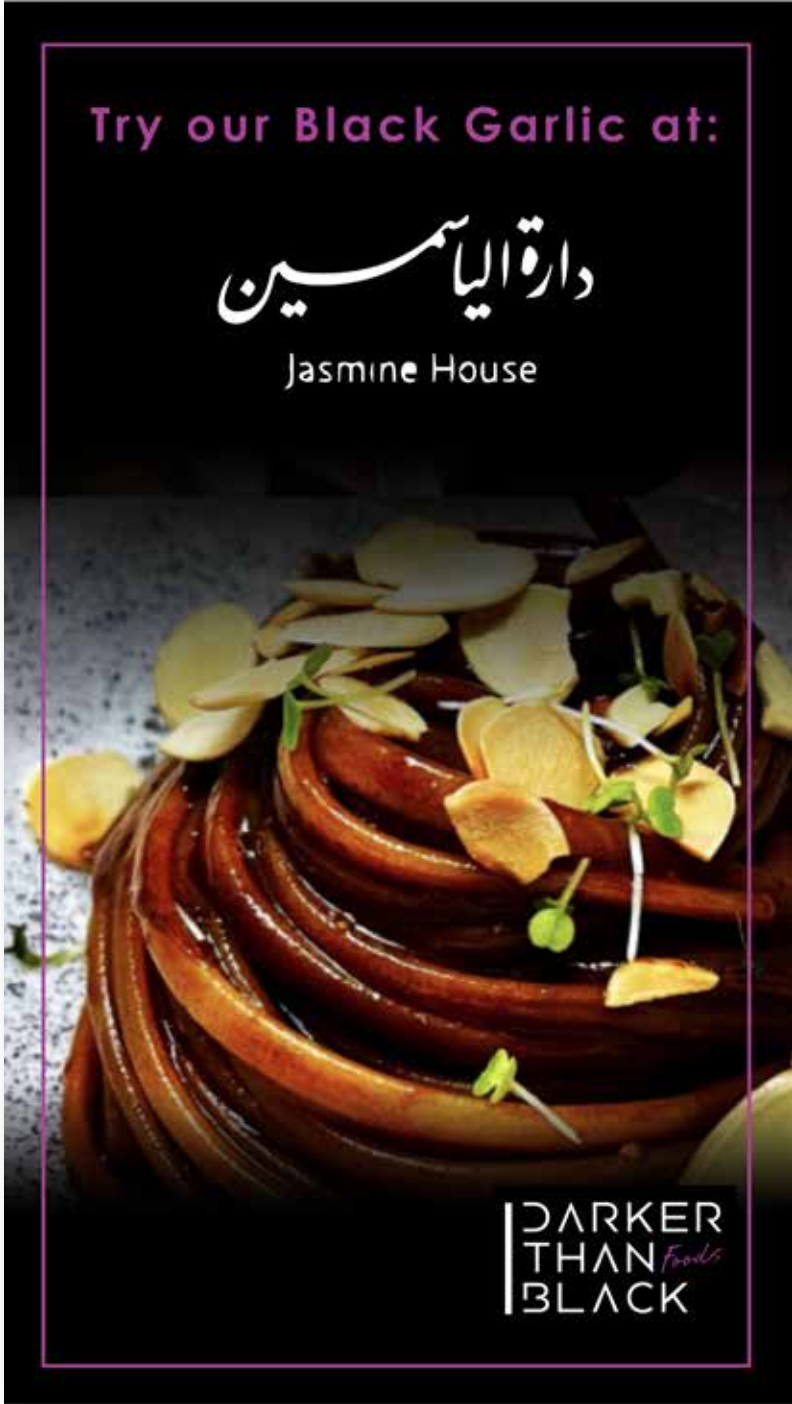
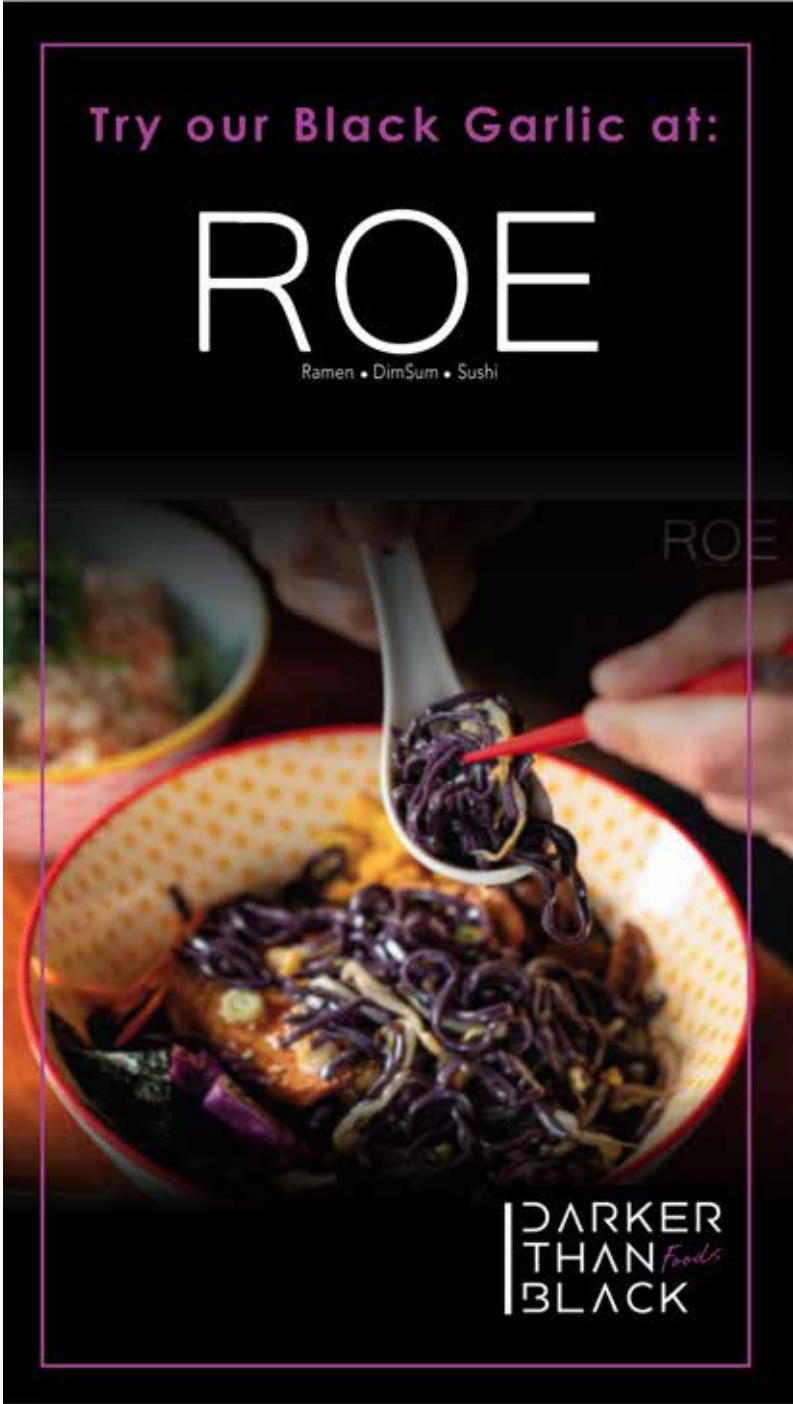






04 – SOCIAL MEDIA







A box of CéLoza Smoker's lozenges is shown on the left. The box is white with purple and red accents. It features the brand name "CéLoza" in large purple letters, "For Smoker's Cough" in smaller text, and "SUGAR FREE" in a red box. Below the name, it says "Helps relieving smoker's cough & irritation of the smoker's throat" and "16 Lozenges Dietary Supplement". To the right of the box is a photo of a man in a dark jacket smoking a cigarette, with smoke rising from his mouth.

CéLoza Smoker's
Helps in relieving smoker's cough and irritation

CéLoza smoker's is a dietary supplement which comes in the form of lozenges. It helps in preventing throat's dryness and irritation. It is also an effective symptomatic treatment for a dry cough and sore throats and helps in promoting the secretion of sputum.

Active Ingredients:
Marshmallow Extract, Icelandic Lichen Extract, Verbascum Flos Extract, Menthol, Eucalyptus oil, and Anise oil.

16 lozenges per box.

Smokers Cough

The Cedem Switzerland logo is at the top. Below it is a box of Cénosia lozenges. The box is white with green and blue accents. It features the brand name "Cénosia" in large green letters, "Ginger Extract, Mango Juice, Mentha Piperita, Orange Aroma, and Lemon Oil" in smaller text, and "16 Pastilles for Chewing" at the bottom. To the right of the box is a photo of a woman with blonde hair lying down, looking relaxed.

CÉNOSIA
Helps in relieving nausea experienced while traveling
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of CéVit D3 lozenges. The box is white with yellow and green accents. It features the brand name "CéVit D3" in large yellow letters, "Vitamin D3 for babies, children, and adults" in smaller text, and "16 Lozenges" at the bottom. To the right of the box is a photo of a young boy smiling and flexing his arm.

CéVit D3
Helps to maintain normal bones
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of Peral lozenges. The box is white with green and blue accents. It features the brand name "Peral" in large green letters, "Potassium Citrate and Potassium Carbonate" in smaller text, and "21 Lozenges" at the bottom. To the right of the box is a photo of a person's hands holding their lower back, indicating pain.

Peral
Relieves painful burning urination
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of CéBio lozenges. The box is white with green and yellow accents. It features the brand name "CéBio" in large green letters, "Probiotic of Lactobacillus Rhamnosus" in smaller text, and "16 Lozenges" at the bottom. To the right of the box is a photo of a young girl smiling and pointing upwards.

CéBio
Supports a healthy Digestive System
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of CéFer Solution lozenges. The box is white with red and yellow accents. It features the brand name "CéFer Solution" in large red letters, "Source of Iron" in smaller text, and "16 Lozenges" at the bottom. To the right of the box is a photo of a young boy in a white shirt, looking down at something in his hands.

CéFer Solution
Supports a healthy Blood Formation
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of CéFer Iron lozenges. The box is white with red and yellow accents. It features the brand name "CéFer Iron" in large red letters, "Ferrous Sulfate (Iron)" in smaller text, and "16 Lozenges" at the bottom. To the right of the box is a photo of a young boy in a white tank top, flexing his arms.

CéFer Iron
Supports a Blood Formation and Mental Performance
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of VitaCed Vitamin C Plus lozenges. The box is white with orange and green accents. It features the brand name "VitaCed Vitamin C Plus" in large orange letters, "Vitamin C 1000mg" in smaller text, and "20 Lozenges" at the bottom. To the right of the box is a photo of several oranges and orange slices.

VitaCed Vitamin C Plus
Boosts the Immune System
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of VitaCed Multi Kids lozenges. The box is white with orange and green accents. It features the brand name "VitaCed Multi Kids" in large orange letters, "Vitamin C, Niacin, Vitamin E, Pantothenic acid, Vitamin B6, Vitamin B2, Vitamin B1, Folic acid, Biotin and Vitamin B12" in smaller text, and "20 Lozenges" at the bottom. To the right of the box is a photo of various fruits including bananas, grapes, and kiwis.

VitaCed Multi Kids
Supports the body's overall health
Food Supplement

The Cedem Switzerland logo is at the top. Below it is a box of VitaCed Vitamin C lozenges. The box is white with orange and green accents. It features the brand name "VitaCed Vitamin C" in large orange letters, "Vitamin C" in smaller text, and "20 Lozenges" at the bottom. To the right of the box is a photo of several oranges and orange slices.

VitaCed Vitamin C
Boosts the Immune System
Food Supplement



88
posts

1,438
followers

0
following

insuredoo: Better Insurance
Insurance Broker

- Your go-to for the best car insurance deals
- Compare, save, & drive with confidence
- Quotes from UAE's top insurers
- insuredoo.com

Followed by **mutaz_atiyat**

Following ▾

Message

+



Pet



Travel



Marine



Health



Home



An illustration of a smartphone screen displaying a "COMPARE" interface with three plans (PLAN 1, PLAN 2, PLAN 3) and a "BUY" button. The background shows a stylized cityscape with trees.

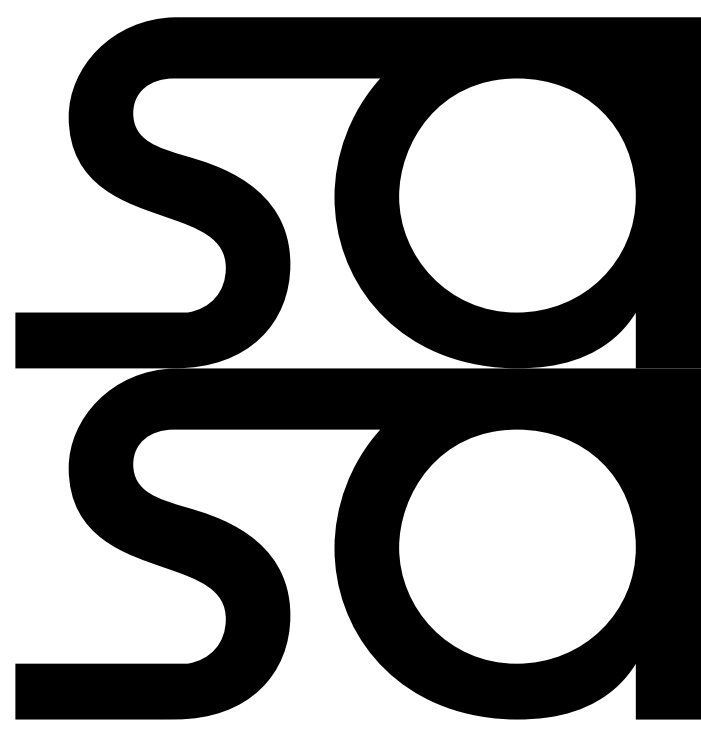
How it Works

An illustration of two hands holding a document with "Quote A" and "Quote B" and a large purple star. The background shows a stylized cityscape with trees.

Why Insuredoo

An illustration of a storefront labeled "INSURANCE" with a "BUY" button, a credit card, and tags for "HOME" and "CAR". The background shows a stylized cityscape with trees.

About Us



S A L I M S A M A W I D E S I G N

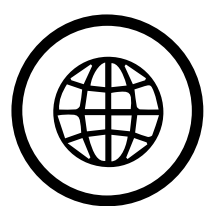
Like what you see?

Let's Create Something Remarkable Together.

Thank you for taking the time to explore my work. If you're looking for a creative partner who can bring fresh perspectives and strategic thinking to your next project, I'd love to hear from you.

let's discuss how we can make your vision a reality!"

Get in touch!



www.salimsamawidesign.com



+962 77 6102818



salimsamawi@gmail.com



Amman – Jordan