

From a Dream to a Masterpiece:

Your Idea, Our Design.

P O R T F O L I O

2 0 2 5



+962 77 6102818

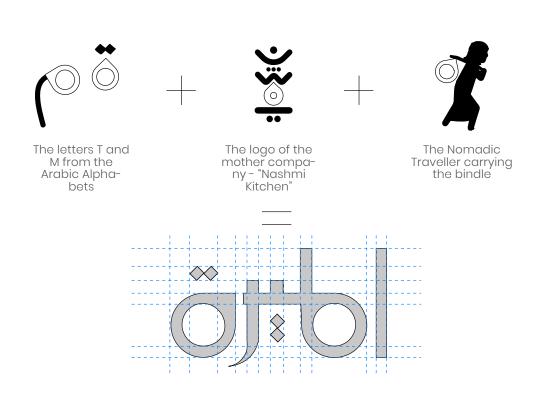
salimsamawi@gmail.com

• Amman – Jordan

OI-BRANDING



CONCEPT



BRIEF

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

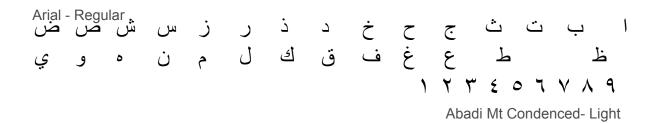
"Al Maera" is a newly developed concept that focuses on originality and creativity in food. It serves traditional arabic food with a modern twist. It's a restaurant that takes its values straight from the name.

COLORS



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwzyz 1 2 3 4 5 6 7 8 9



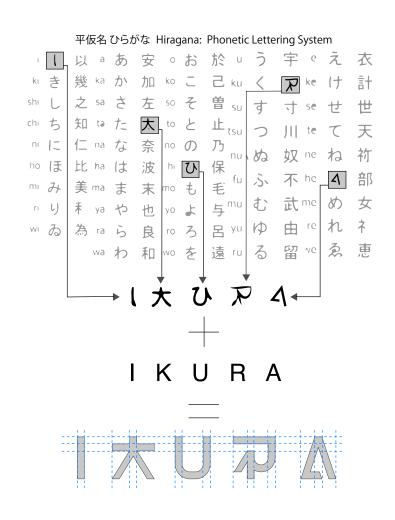








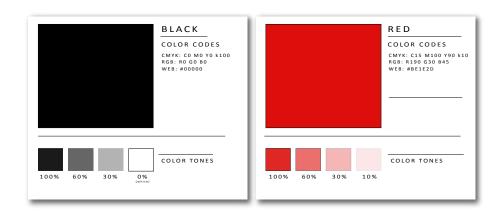
CONCEPT



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 competetive.

COLORS



TYPOGRAPHY

MYRIAD PRO Regular

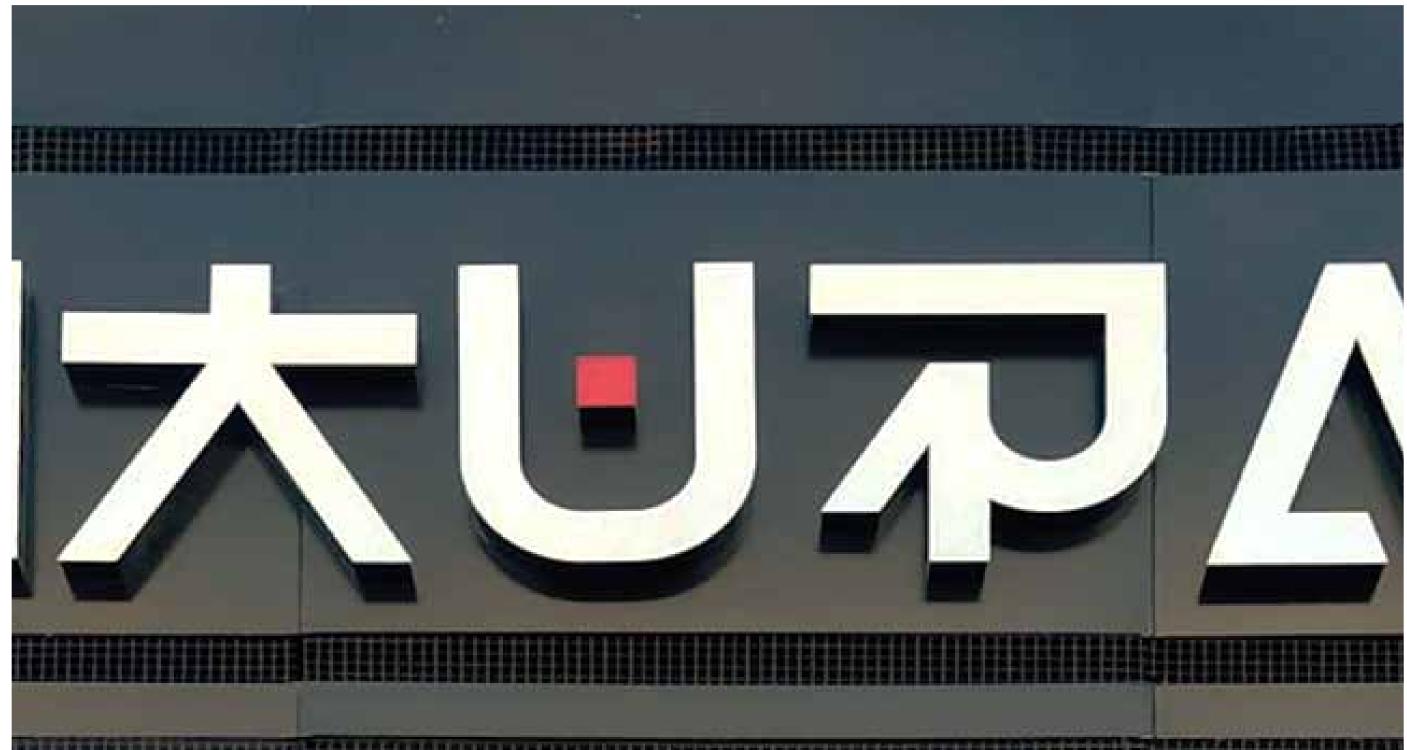
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwzyz 123456789

VERDANA 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 z y z 123456789

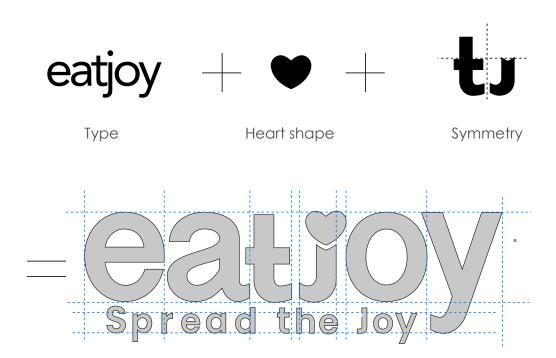






Cation Spread the Joy

CONCEPT



BRIEF

The client is a cloud kitchen that offers gourmet sandwiches with top quality ingredients at a competitive price. "Eatjoy" differenciate 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







TYPOGRAPHY

Abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Black

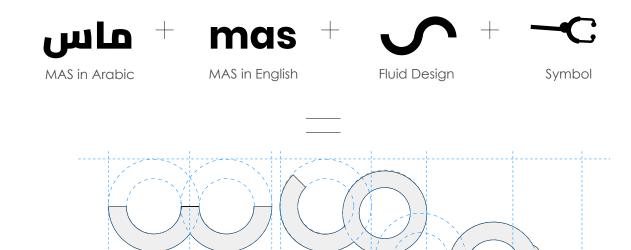








CONCEPT



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

 $\begin{array}{c} A\,B\,C\,D\,E\,F\,G\,H\,I\,J\,K\,L\,M\,N\,O\,P\,Q\,R\,S\,T\,U\,V\,W\,X\,Y\,Z\\ \textbf{Cherston - Light Round} \end{array}$

ABCDEFGHIJKLMNOPQRSTUVWXYZ

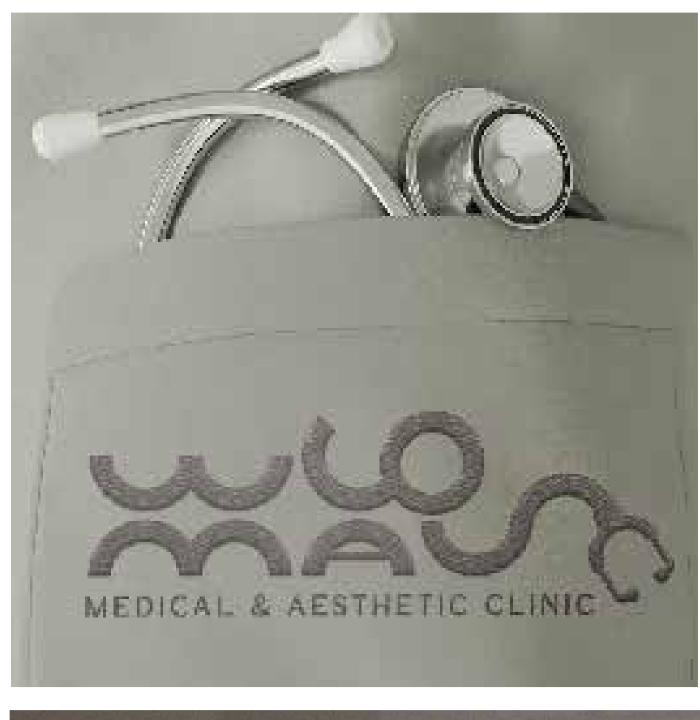
Cherston - Bold Round

Abcdefghijklmnopqrstuvwxyz

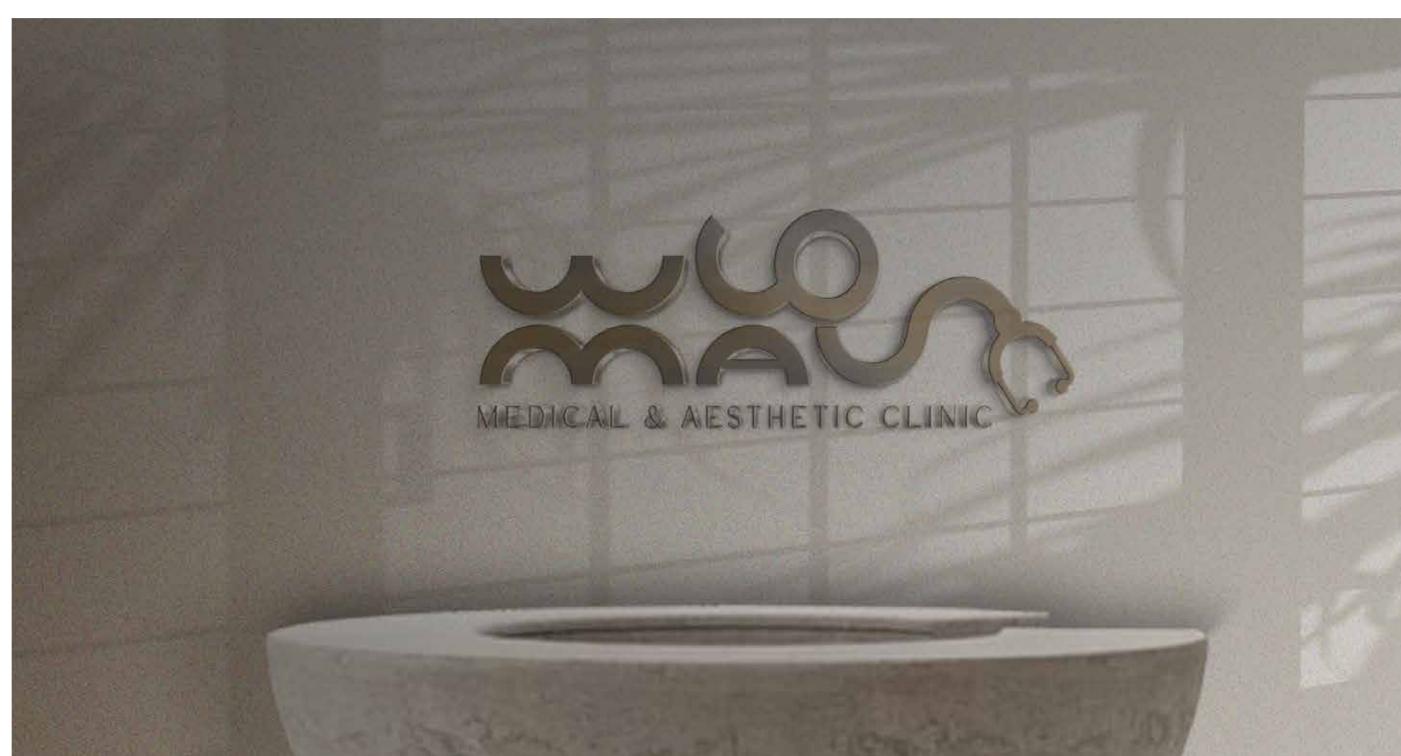
Blacker - Light

Abcdefghijklmnopqrstuvwxyz

Blacker - Medium





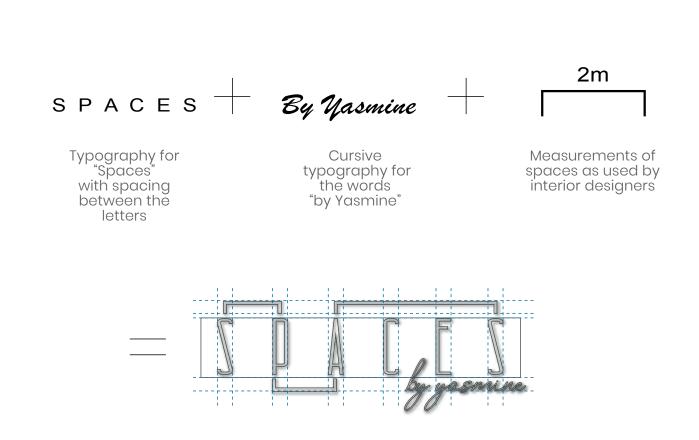




BRIEF

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, detailed, and bold. Therefore, an out of the box approach is require to represent the client.

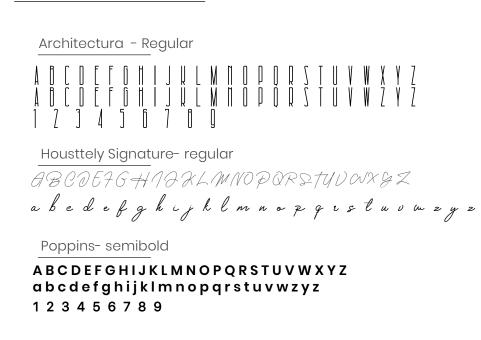
CONCEPT



COLORS

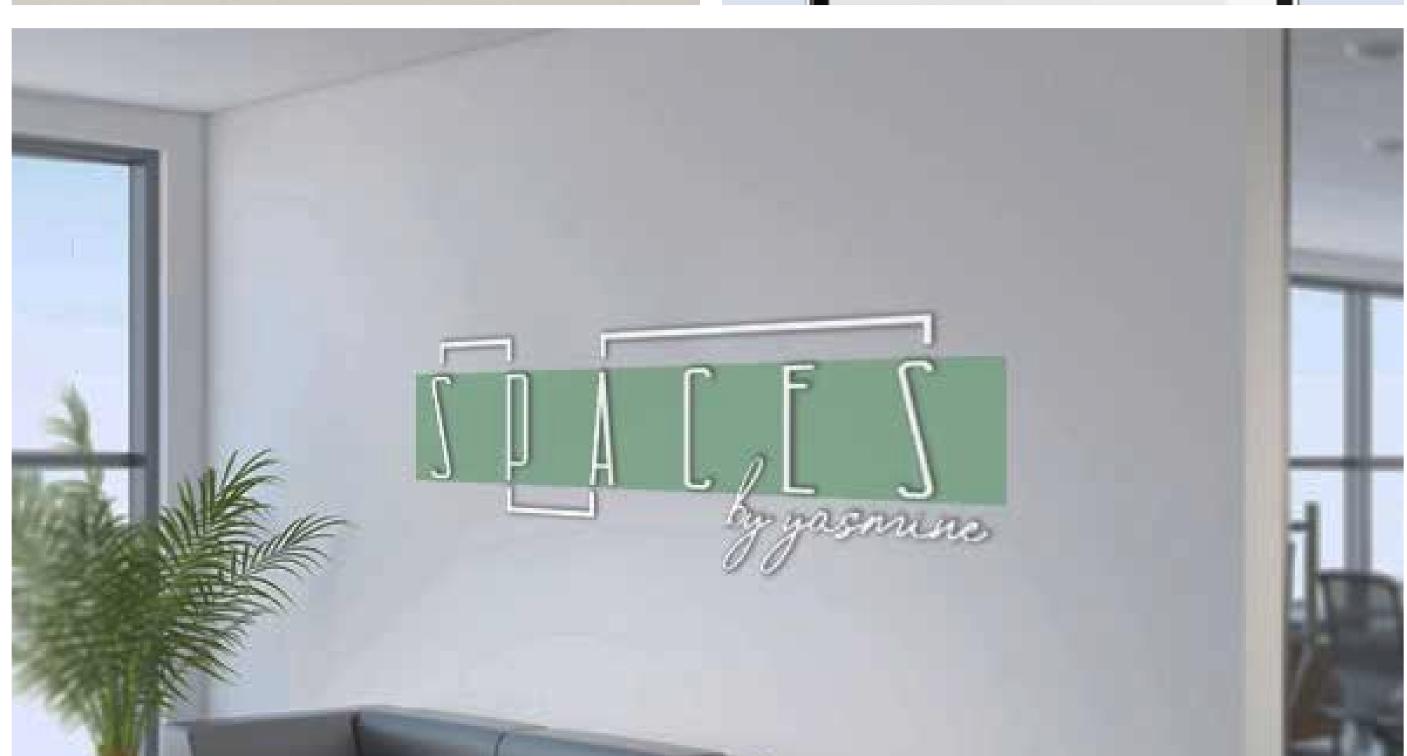


TYPOGRAPHY











CONCEPT

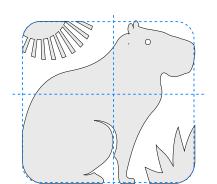
Type







Main Element



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

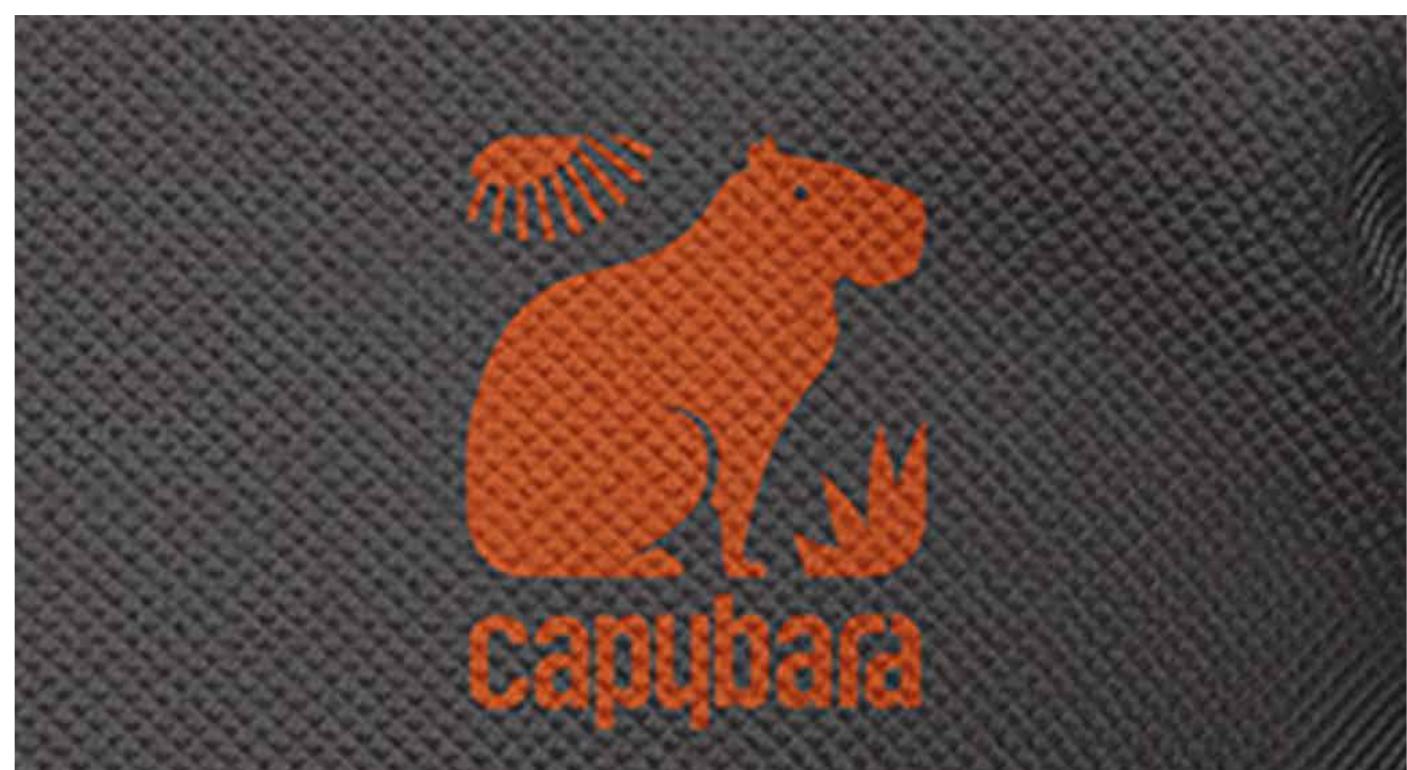
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123

Britannica - Bold

abcdefghijklmnopqrstuvwxyz 123 Calibri - regular





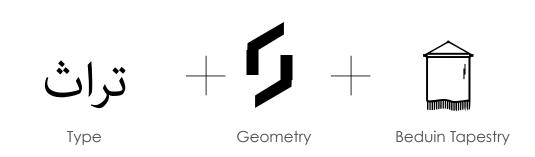




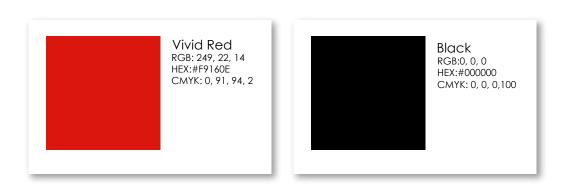
BRIEF

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."

CONCEPT



COLORS

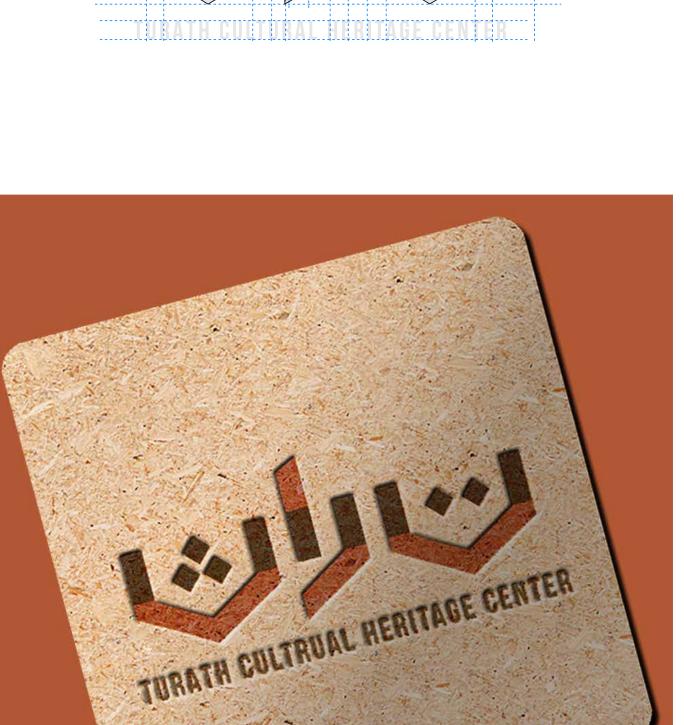


TYPOGRAPHY

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Bebas Neue - Bold

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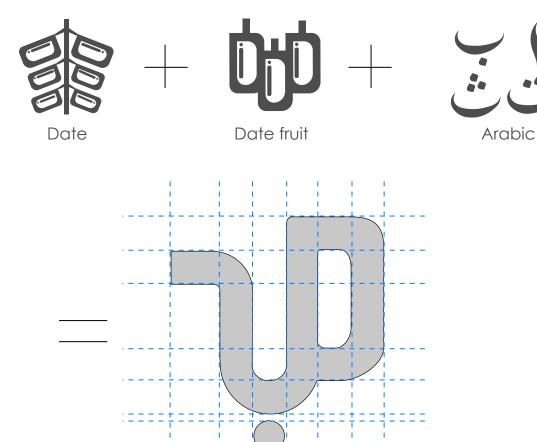








CONCEPT



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



TYPOGRAPHY

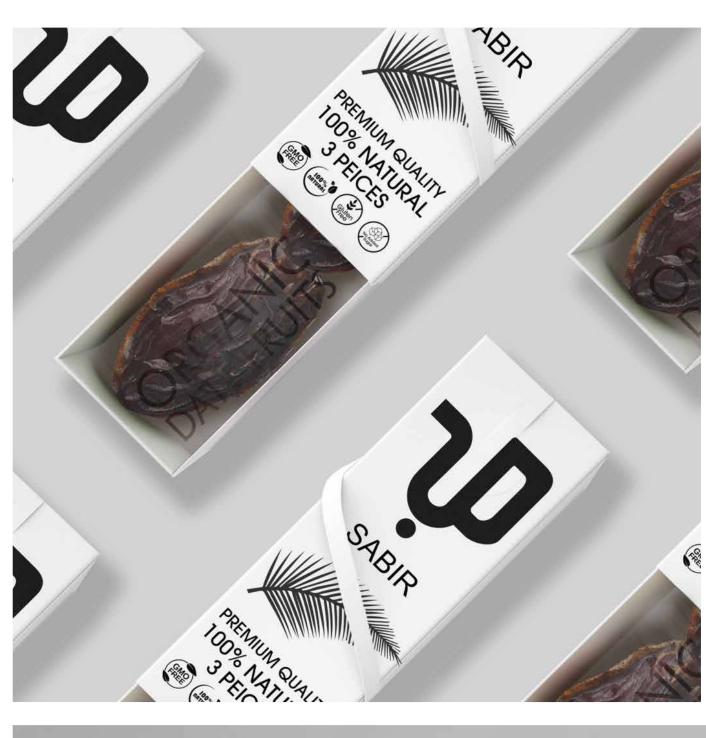
MYRIAD PRO Regular

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

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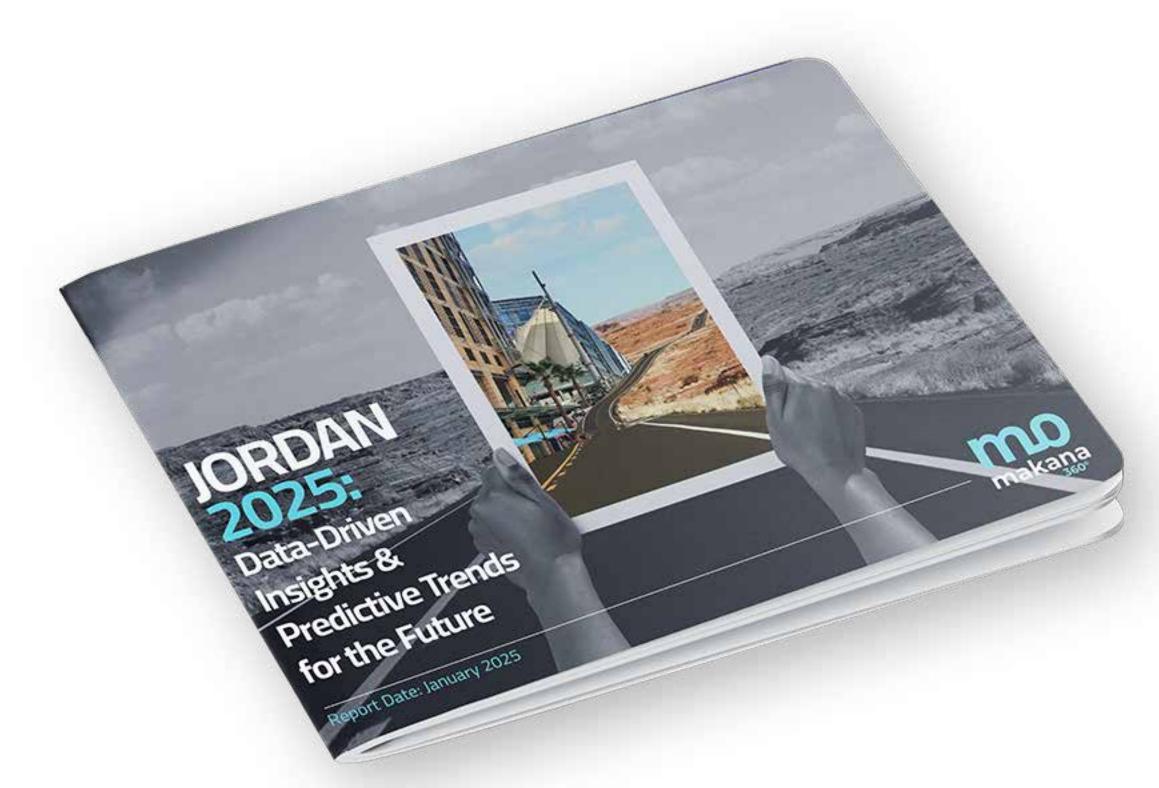
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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w z y z 123456789



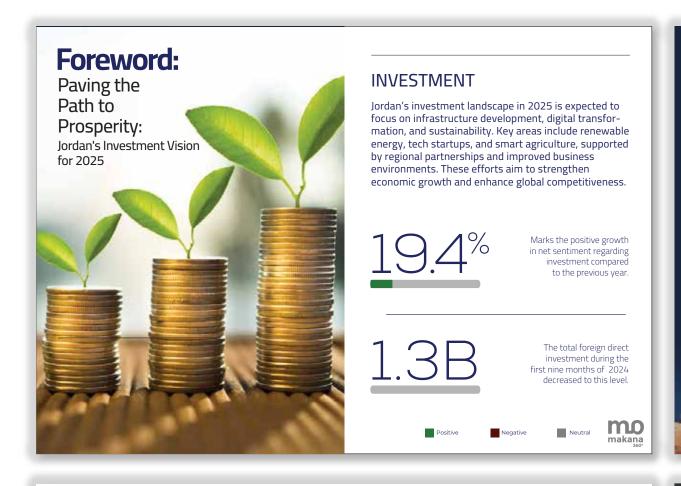






BOOKLET

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.







Unlocking Sectoral Potential Lorem ipsum dolor sit amet, consectetuer 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





Of total car sales in Jordan in 2023 were electric vehicles

Is the net sentiment regarding electric vehicles, reflecting a substantial decline and highlighting growing negative higher taxes, impacting affordability, but will remain appealing to eco-conscious and cost-savvy consumers.



Financial Services

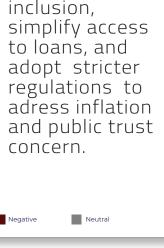
BUILDING TRUST: TRANSFORMING FINANCIAL SEVICES FOR INCLUSIVE GROWTH.

Marks the increase in positive sentiment in 2024 compared

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

mo

Enhance digital finanical inclusion, to loans, and adopt stricter regulations to concern.





mo



ICT and Entrepreneurship

DRIVING INNOVATION: EMPOWERING ENTREPRENEURSHIP THROUGH **TECHNOLOGY**

Of Jordanians are interested

Marks the inc

Expand high speed internet to rural areas, incentivize blockchain and fintech innovation, and provide stronger support for startups, aligning with public calls for tech-driven economic progress.

Neutral

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

Positive

mo



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.



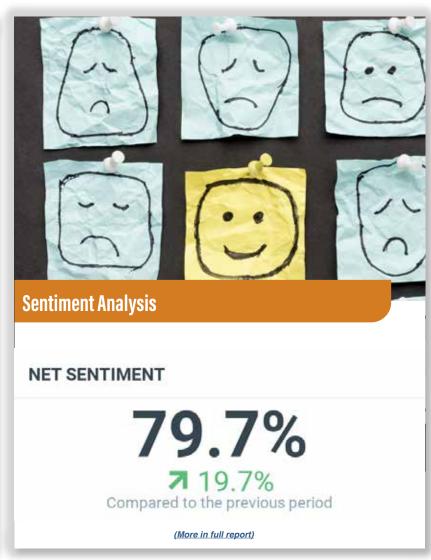


recommendations to solidify Orange Jordan's position as a market leader.

By adopting these strategies, Orange Jordan can address current

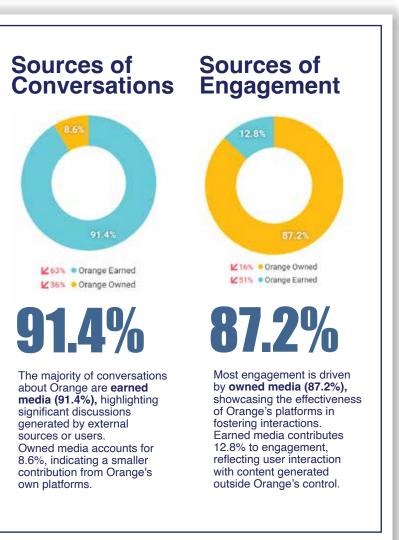
challenges, capitalize on opportunities, and set a course for sustainable

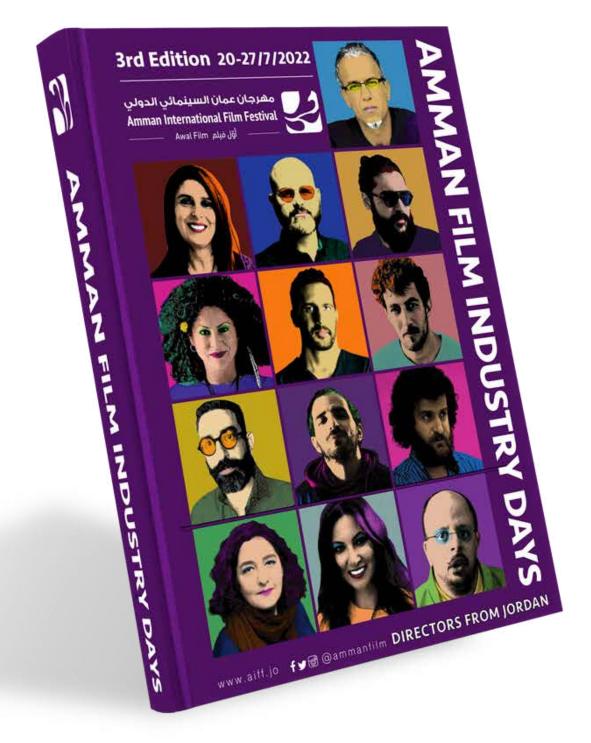
growth in the ever-changing telecommunications sector.











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,





Director's Biography:

I faced a lot of criticism for what I am passionate about from my community, under the slogan of "filmmaking is not worthy of women", but I have continued my studies in filmmaking until I became a director. In my script, "Tamara" works as a truck driver after leaving her university to take care of her ailing father and bear all his responsibilities alone. Tamara was exposed to society's criticism of her work, which led her to avoid interaction with the society to avoid attempts to harass her as a woman in a male-dominant field. On the other hand, the value of the family is the highest human value we need. I and Tamara had to balance sticking withour passion and saving our families.

Producer's note:

Mooney Abu Samra began her career in the field of Filmmaking in 2013 by participating in several intensive workshops with the Royal Film Commission in making short novel films, digital films, documentaries and editing over three years. She started working as an editor in 2016 in documentaries, films, commercials and tourism advertisements with various parties such as TV channels, international refugee relief organizations and nature protection, and production companies. She wrote and directed the short film "Closure", which was produced this year 2022.









Director's intention:

AWAL FILM



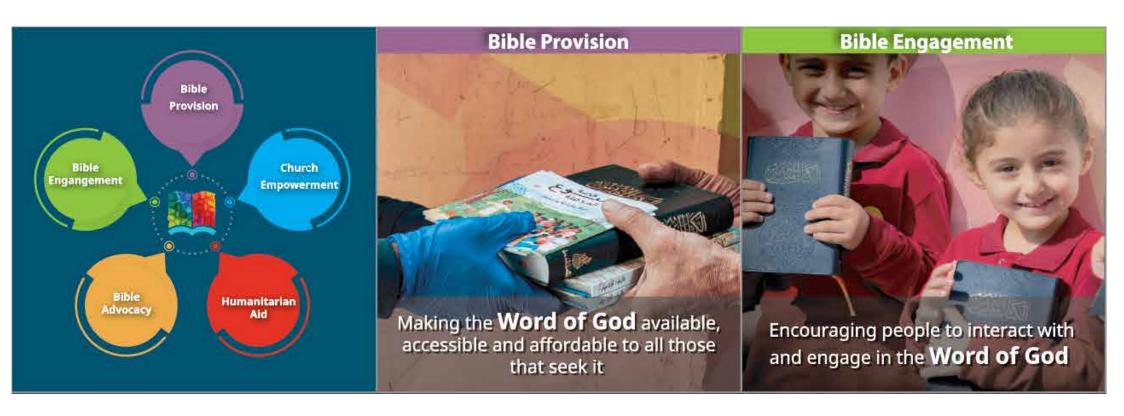


BROCHURE

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.

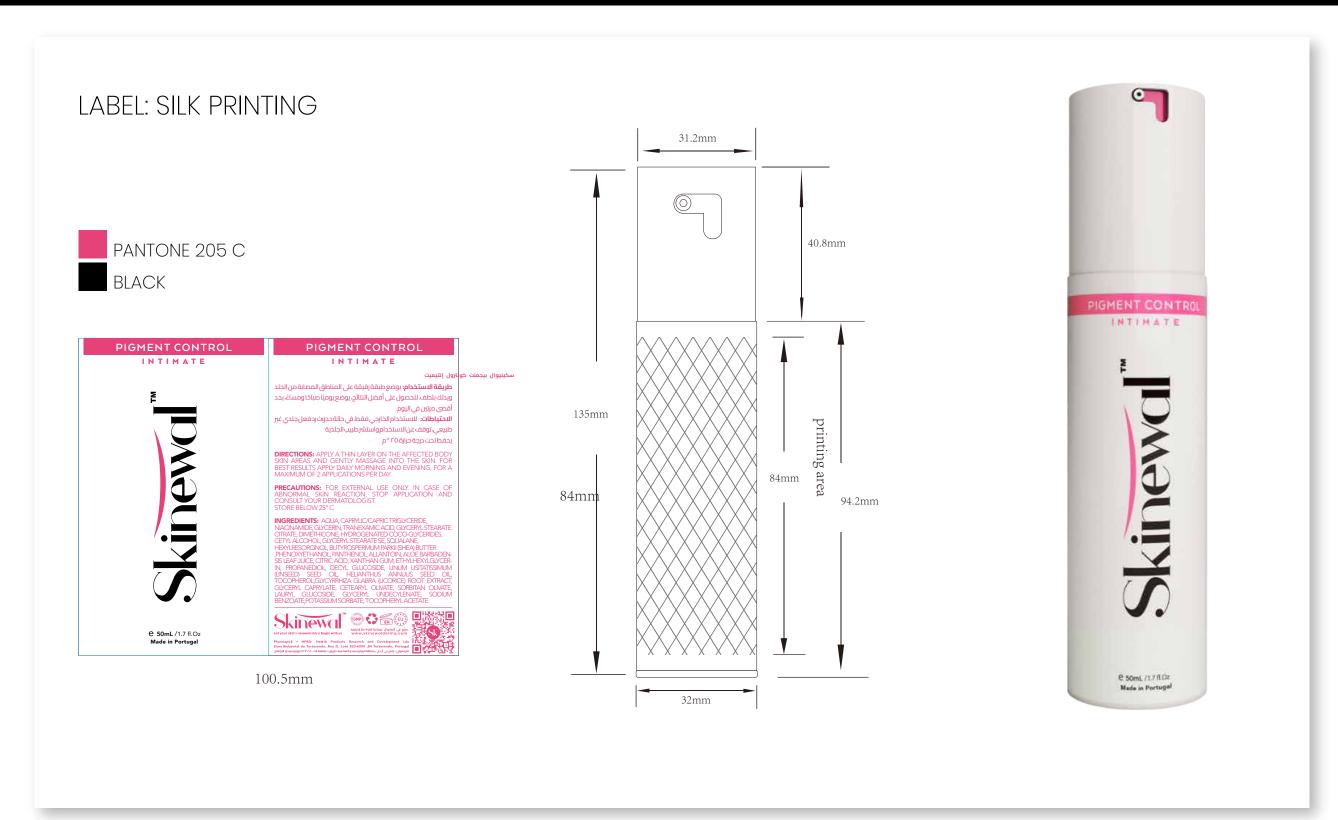




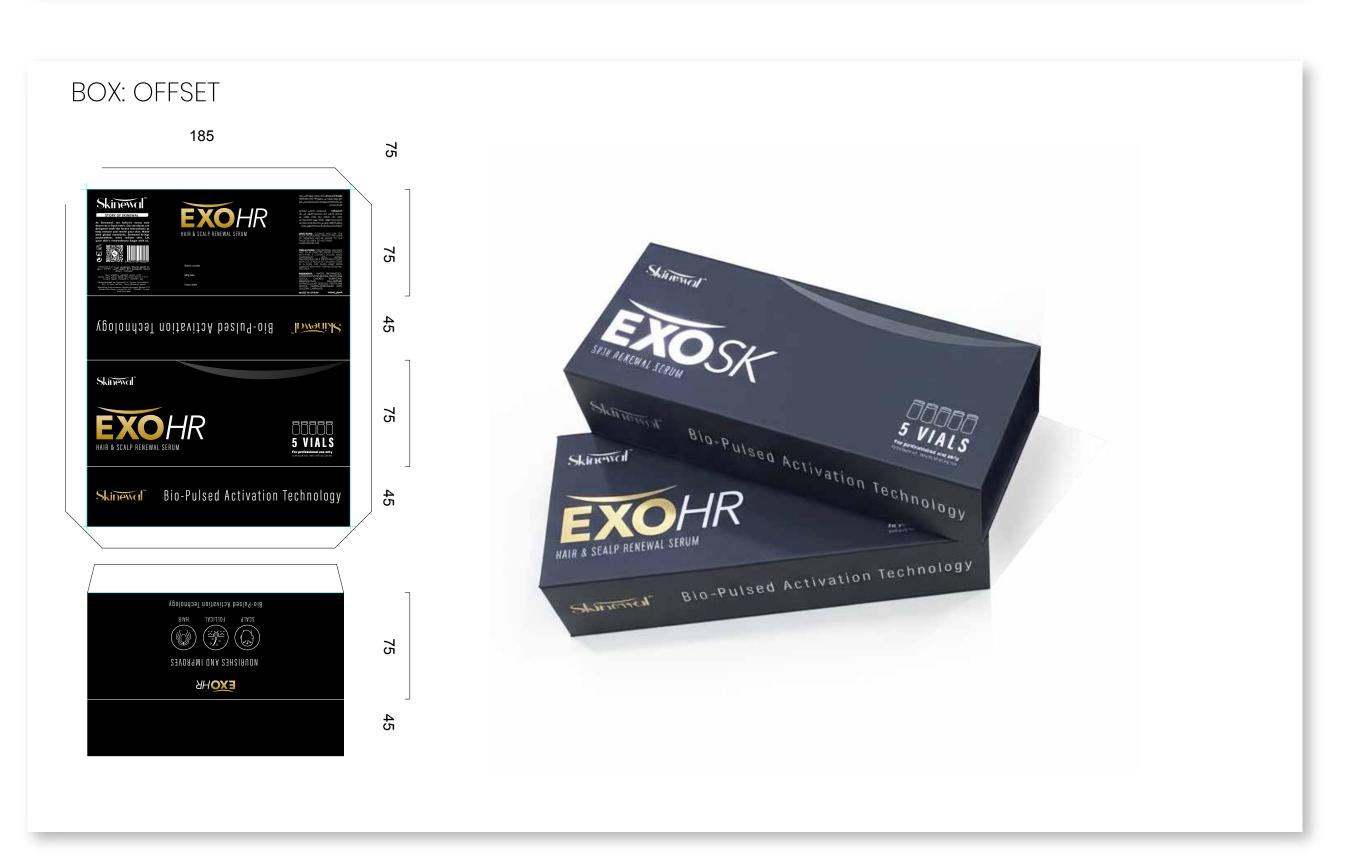




03-PACKAGING



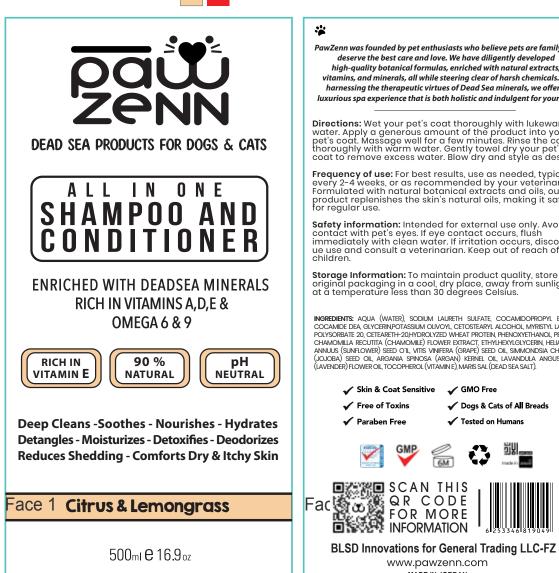




LABEL

Shampoo 500 ml 12* 6 cm







www.pawzenn.com MADE IN JORDAN



LABEL

Hoof Shampoo 4 Liter

13* 12. cm



Face 1

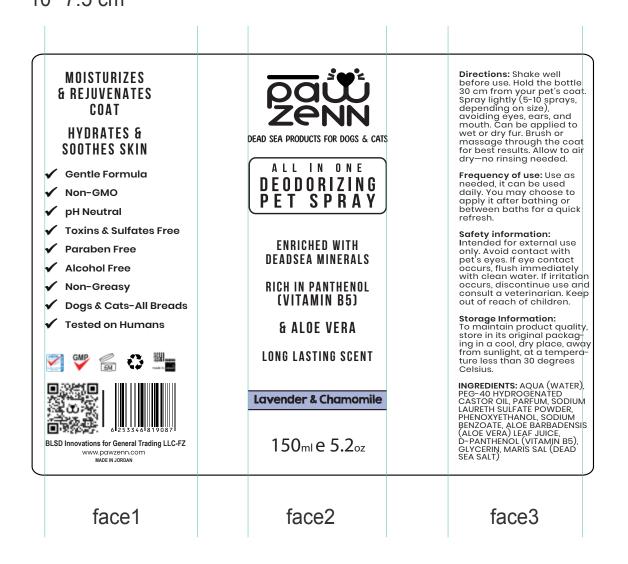
PawZenn was founded by pet enthusiasts who believe pets are family and deserve the best care and love. We have diligently developed high-quality botanical formulas, enriched with natural extracts, vitamins, and minerals, all while steering clear of harsh chemicals. By harnessing the therapeutic virtues of Dead Sea minerals, we offer a luxurious spa experience that is both holistic and indulgent for your pet. INGREDIENTS: AQUA (WATER), SODIUM LAURETH SULFATE, COCAMIDOPROPYL BETAINE, COCAMIDE DEA, GLYCERINPOTASSILIM DUIVOYL, CETOSTEARYL ALCOHOL, MYRSTYL LACTATE, POLYSORBATE 20, CETEARETH-20HYDRICLYZED WHEAT PROTEIN PHENDXYETHAND, EPERUME, CHAMOMILLA RECUITTA (CHAMOMILE) FLOWER EXTRACT, ETHYLHEXYLGYERIN, HELIANTHUS ANNULS (SUNFLOWER) SEED O'L, VITIS VUHEPRA (GRANE) SEED DIL, SIMMONDISIA CHIENDISS (JOJOBA) SEED DIL, ARRAMAS PRIOCSA (AGRAN) KERNE LOI, LIVANDULU ANGUSTFOUIA (LAVENDER) ROUWER OIL, TOCOPHEROL (VITAMIN E), MARS ALL (DEAD SEA SALT). ✓ Skin & Coat Sensitive
✓ GMO Free ✓ Dogs & Cats of All Breads 🛂 👺 🚟 🖒 🍱 BLSD Innovations for General Trading LLC-FZ 힑脂===

Face 2



LABEL

Hoof Oil 150 ml 10* 7.5 cm







Box Dimentions: 250mmx 80mm 50mm (*Add bleed)





04-SOCIAL MEDIA









Makana360 Social Media

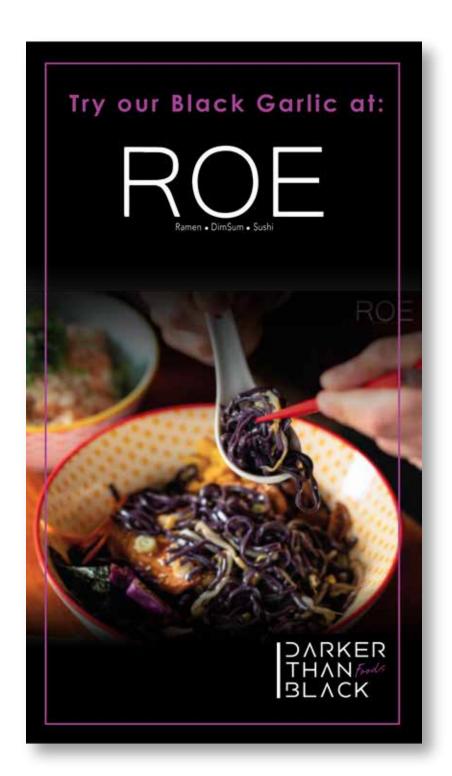




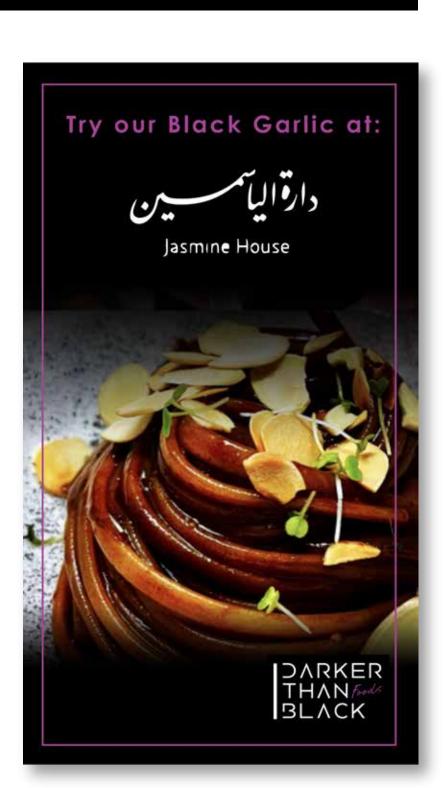






















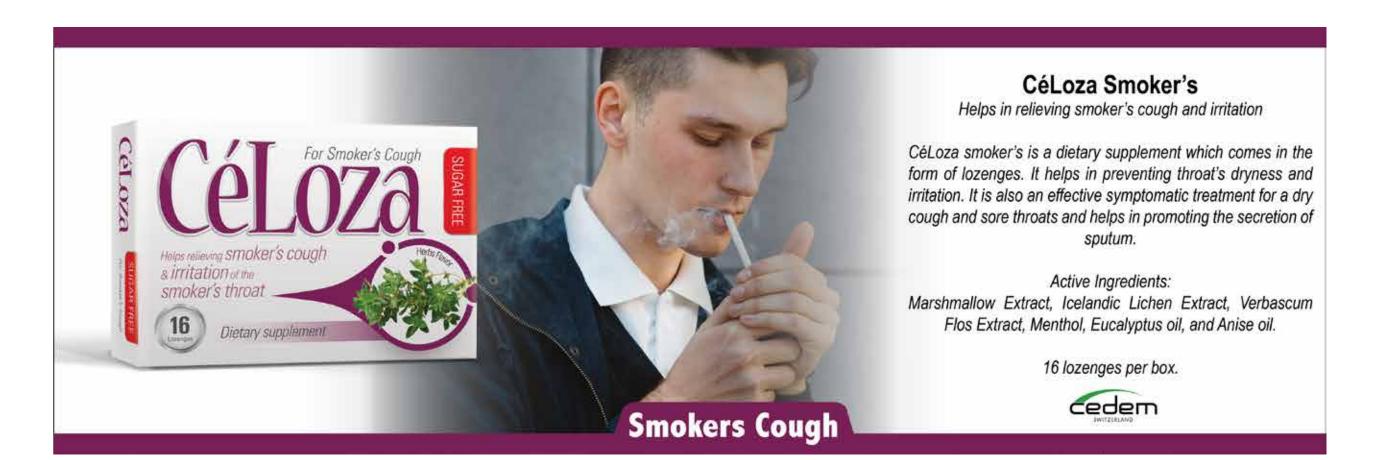






























insuredoo



Message

+0







Travel



Marine



Health

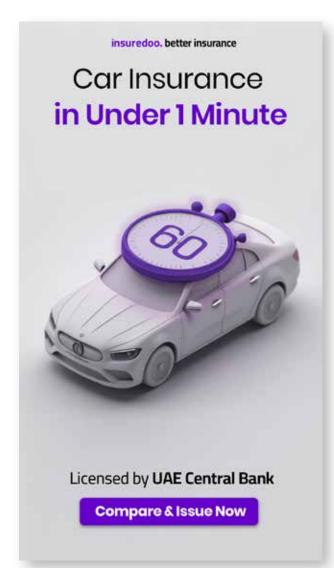


Home

























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!

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