

Abdullah
Al-Fayez

Portfolio
2026

—
Branding &
Creative
Design.

@gd.iab

Food & beverage, advertising, real estate
and selected client work.

Identity ——— Communication

@gd.iab
View portfolio on Instagram





HOW I WORK

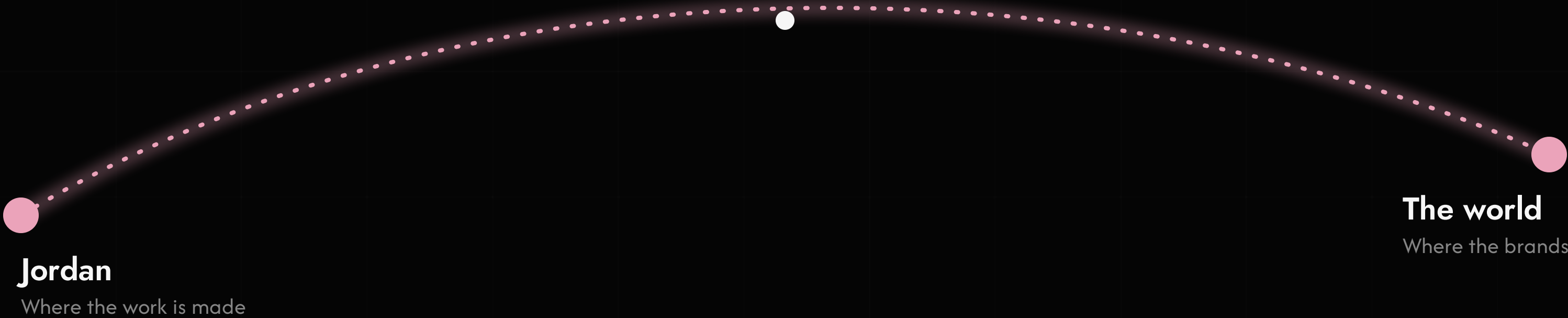
I DON'T JUST
MAKE LOGOS.
I DON'T JUST
MAKE POSTS.
**I BUILD THE
SYSTEM THAT
CONNECTS THEM.**

Identity, packaging, campaigns and social content designed as one visual language, so a brand looks like itself wherever it appears.

FROM JORDAN. DESIGNED FOR THE WORLD.

Bilingual brand systems, Arabic and English, built in Jordan for clients across the region and beyond.

AR / EN



FROM LOGO TO EVERYDAY COMMUNICATION.

BRANDING, ADVERTISING AND SOCIAL MEDIA

I develop visual identities and carry them through packaging, advertising and social media. My work combines visual direction with the day-to-day coordination needed to deliver a consistent brand.



01 LOGO & IDENTITY

A clear visual foundation

Logo concepts and refinements, typography, colour and a recognisable graphic language.



02 BRAND & PACKAGING

Design across touchpoints

Identity applications, packaging artwork, menus and branded materials.



03 CONTENT & CAMPAIGNS

A consistent public presence

Social posts, campaign adaptations, product compositions and AI-assisted visual creation.

WHAT DRIVES ME

A good brand isn't louder. It's clearer, and it stays that way across every touchpoint.



01

Clarity

One glance should be enough to understand the brand.



02

Consistency

Every post, pack and page speaks in the same voice.



03

Craft

Files finished for print and screen, not only for the pitch.

Selected work.

A GUIDE TO THE PORTFOLIO

01

Food & beverage

07

02

Advertising campaigns

71

03

Beyond food

80

04

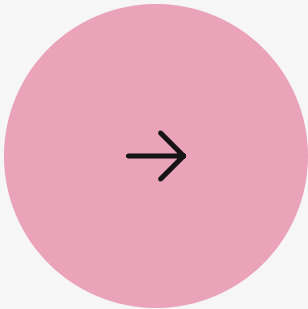
AI & creative workflow

134

FOOD &

01 / CHAPTER · PAGES 08–70

Restaurants, cafés, desserts, healthy food and packaging.

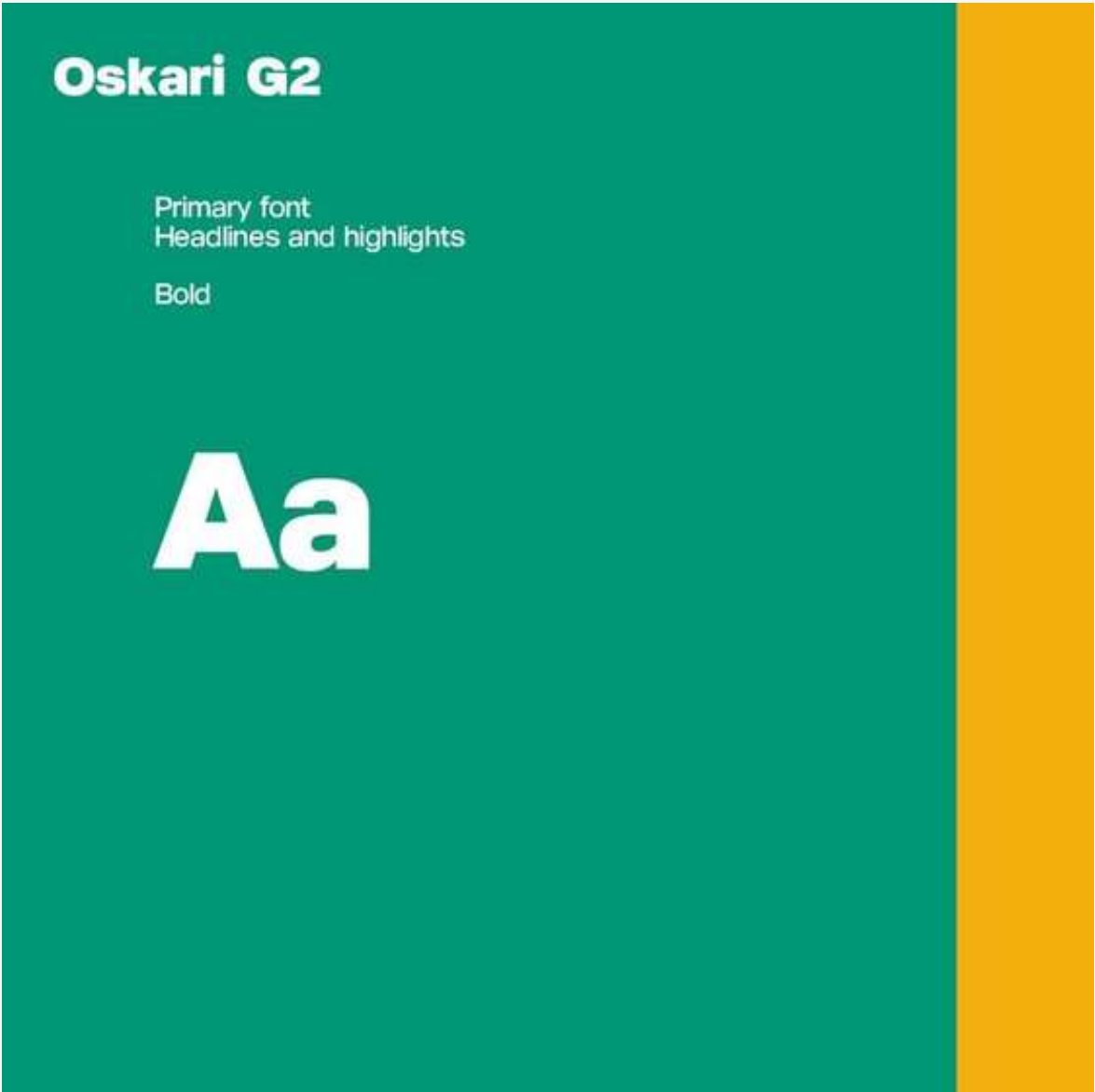


BEVERAGE.

[01]

Grams.

A bold identity for healthy food.



[01]

Grams: made to take away.

GRAMS

Packaging, branded tape and paper bags.



[01]

Grams: food in focus.

GRAMS

Campaign visuals and mobile social applications.



[02]

Crêpeaholic.

A playful identity across languages.

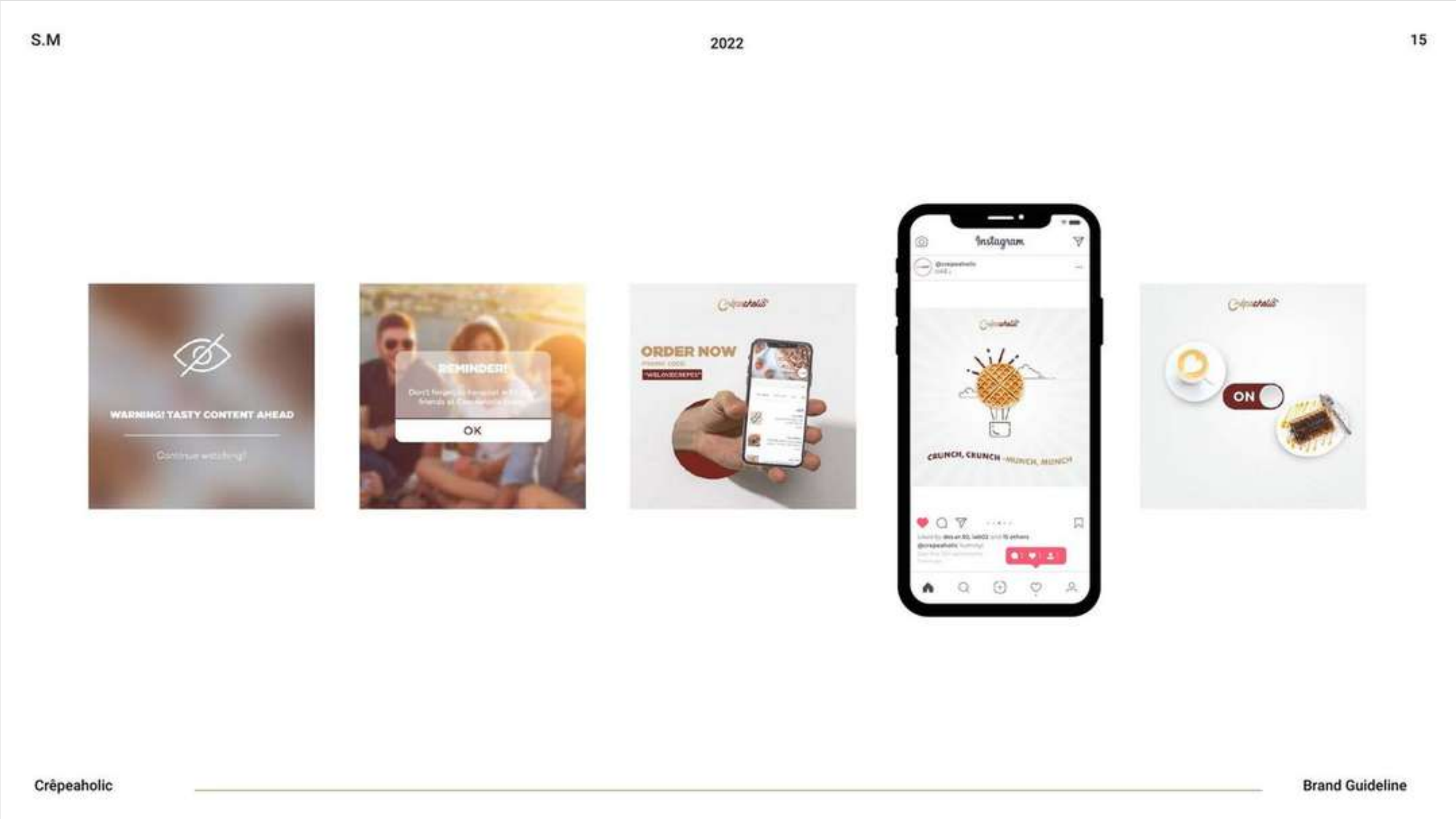


[02]

Crêpeaholic: made for social.

CRÊPEAHOLIC

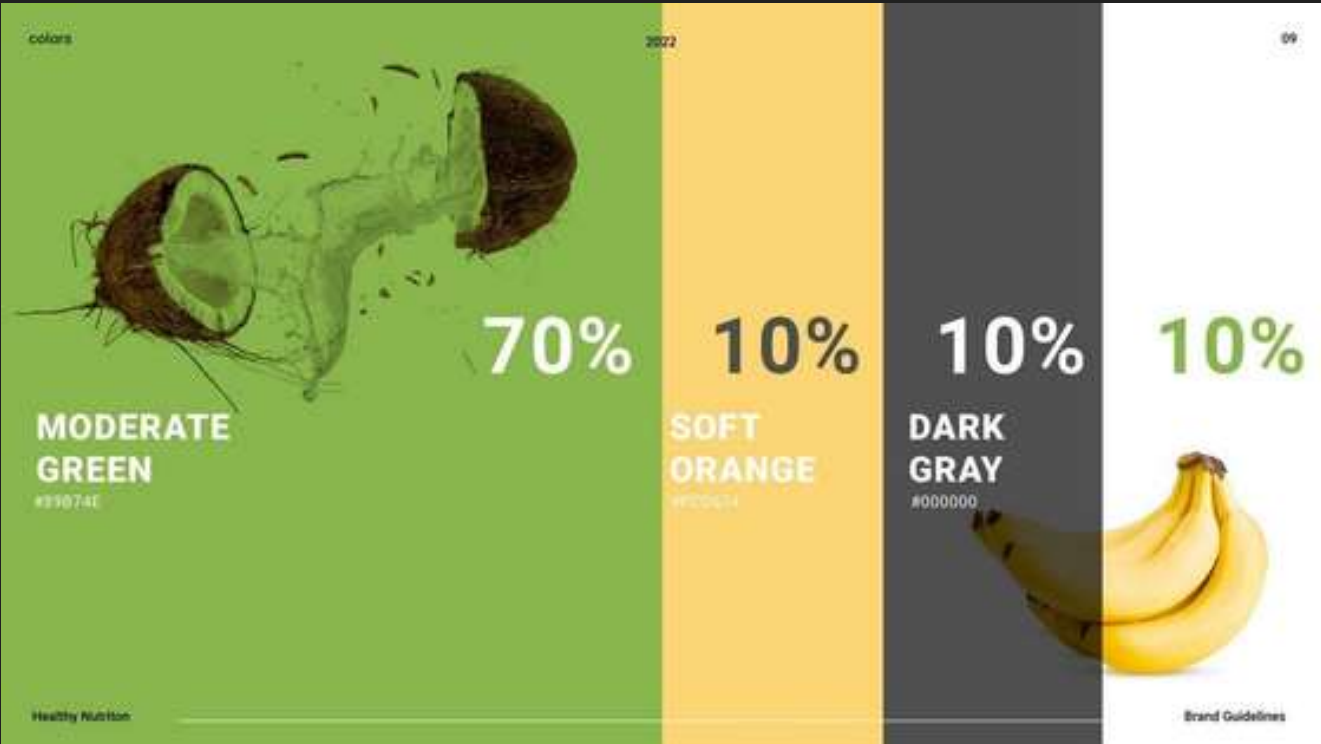
Promotional content built around the brand.



[03]

Healthy Nutrition.

A fresh visual system for healthy meals.

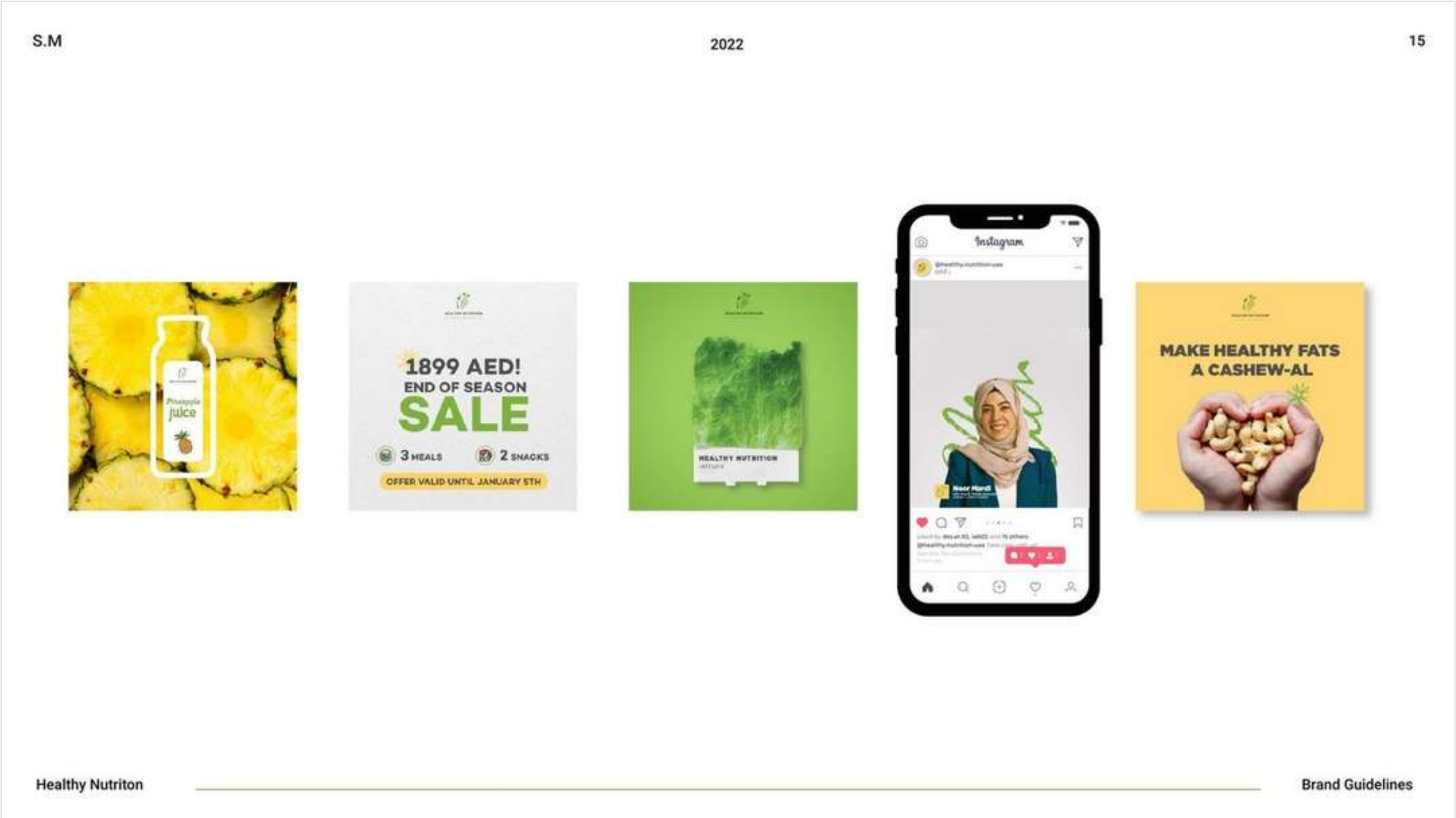


[03]

Healthy Nutrition: everyday content.

HEALTHY NUTRITION

Product graphics, meal offers and social applications.



[04]

Rosine Chocolate.



CONFECTIONERY • PACKAGING ARTWORK

Packaging applications developed around the Rosine Chocolate identity.

[05]

Tamra Twist.

DATES & CONFECTIONERY · PACKAGING ARTWORK

Packaging artwork for three stuffed-date flavours.



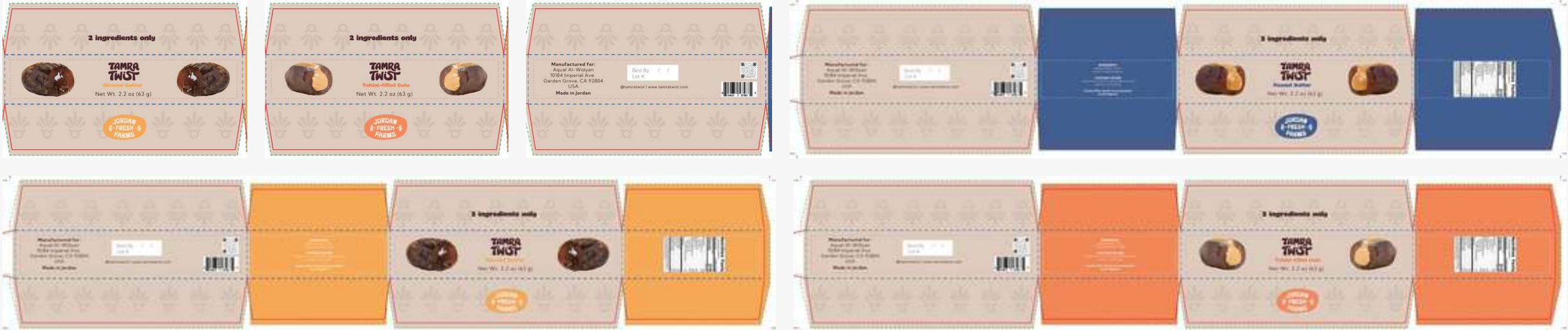
[05]

Tamra Twist: second option.



TAMRA TWIST · ALTERNATIVE CONCEPT

A second option for the main packaging: front and back panels for the peanut butter, almond butter and tahini-cocoa boxes, with the flat sleeve layouts.



[06]

SnackTock.

FOOD & BEVERAGE

Logo, mascot and brand applications



[06]

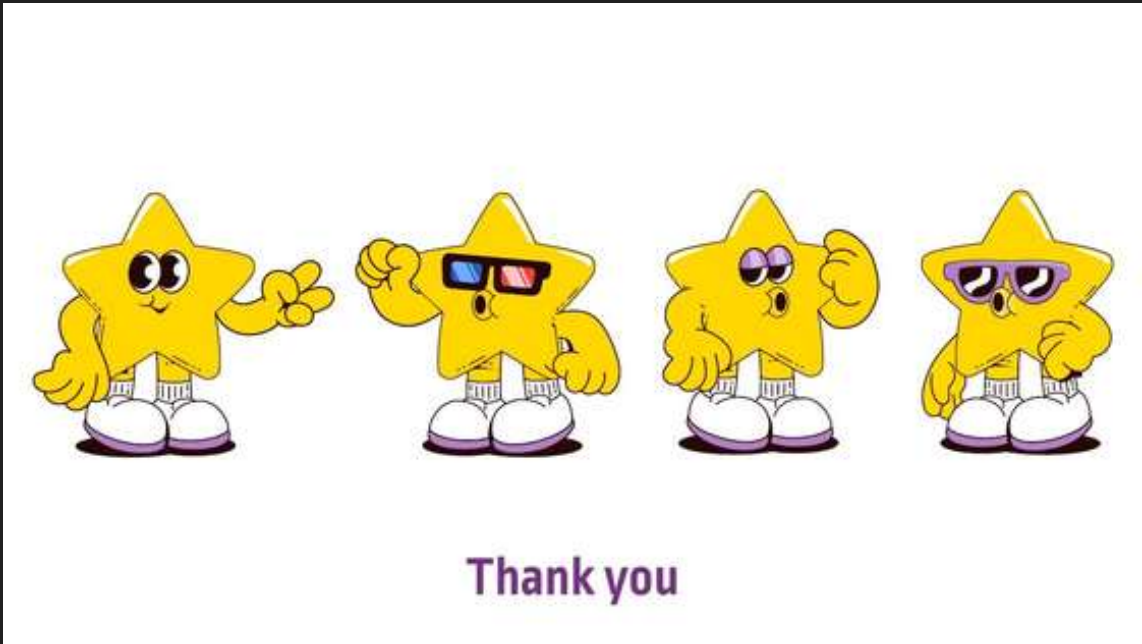
SnackTock: logo system.

SNACKTOCK · LOGO AND MASCOT

Three additional logo routes presented to the client and not adopted, shown beside the approved logo and its colour variants.



Approved logo



Mascot expressions



Additional route 01 · not adopted



Additional route 02 · not adopted



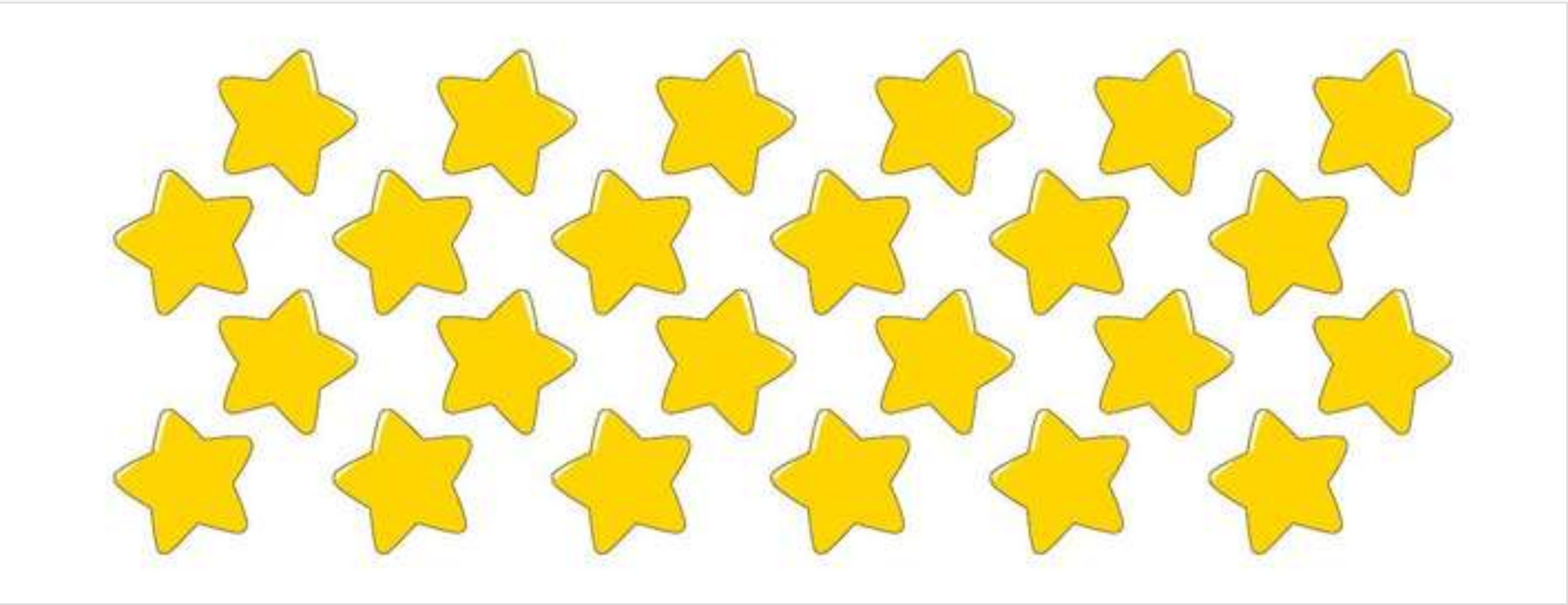
Additional route 03 · not adopted

[06]

SnackTock: colour, type and pattern.

SNACKTOCK · BRAND SYSTEM

Palette, yellow chips photography, Ropa Sans typography and repeat patterns.

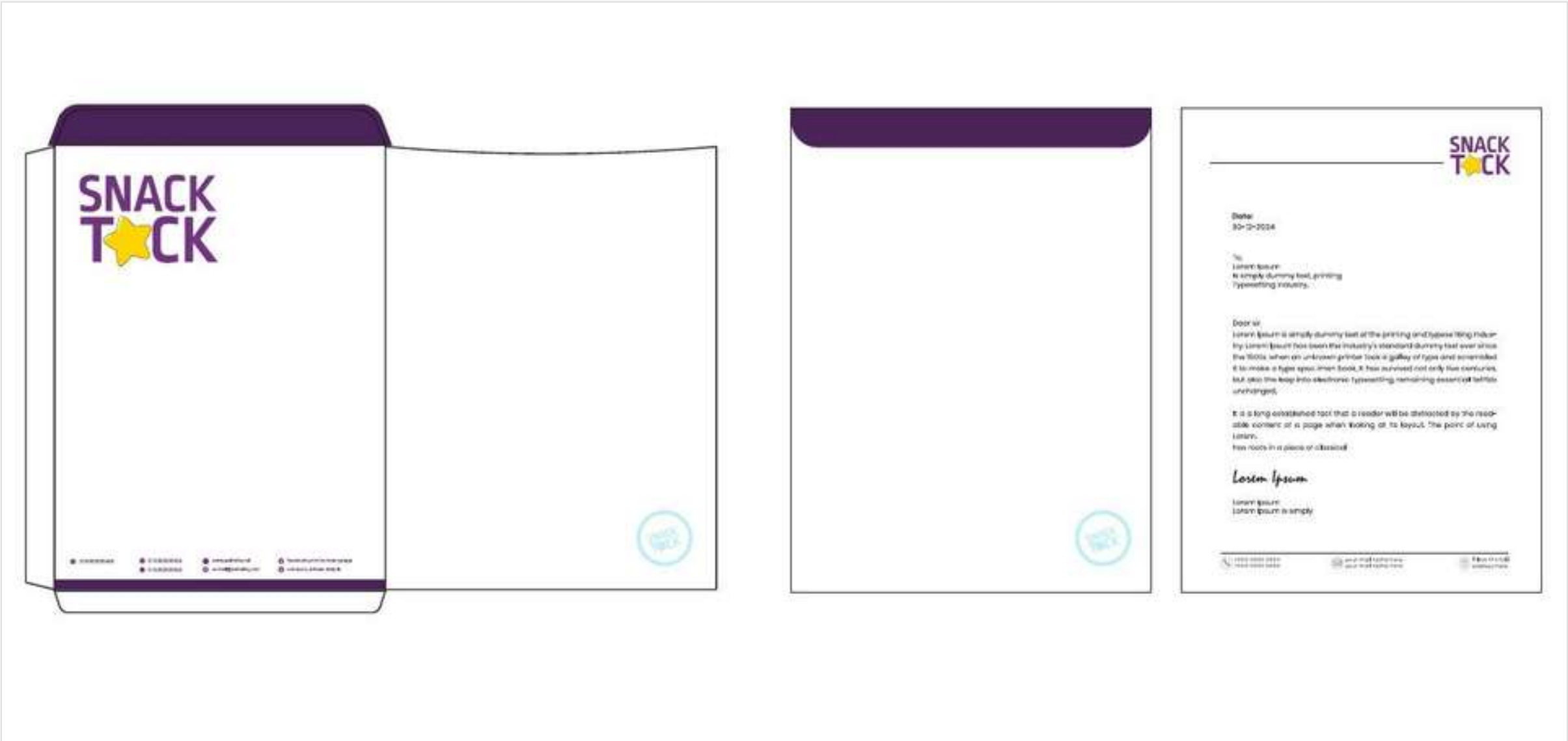


[06]

SnackTock: applications.

SNACKTOCK · BRAND APPLICATIONS

Pin badges, street signage, app icon, stationery set and an oversized logo close.



[07]

Vita Station.

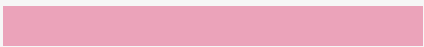
HEALTHY FOOD

VITA identity concept



[08]

SLITEAT.



HEALTHY FOOD

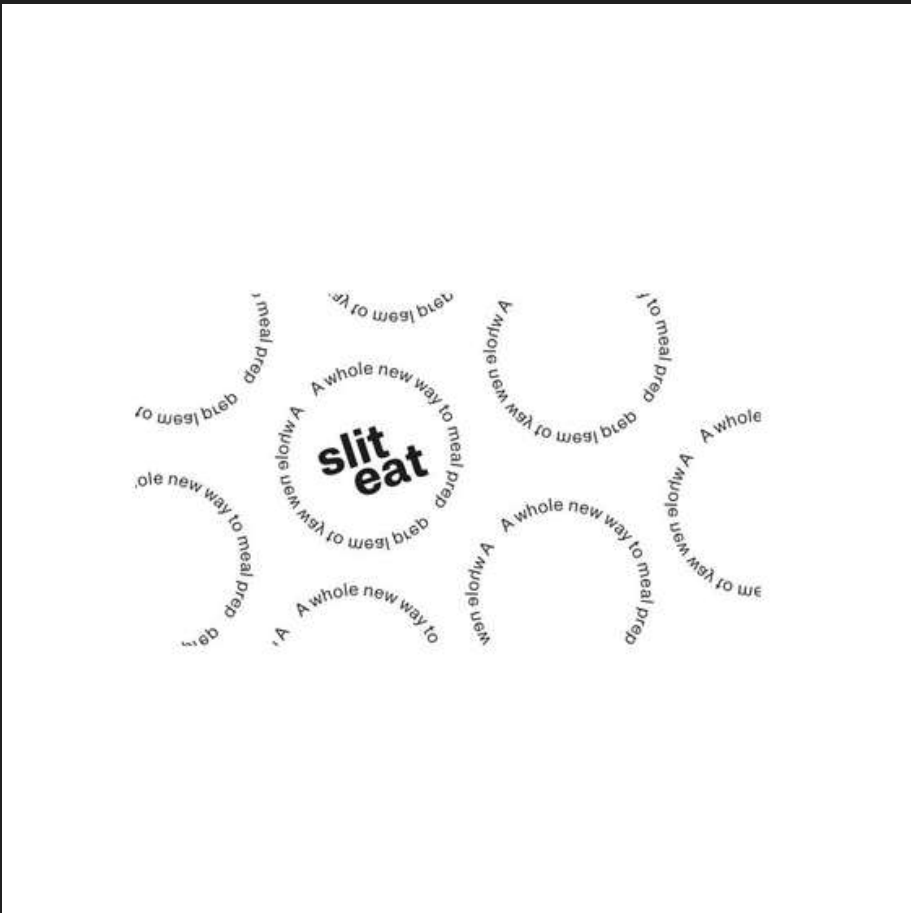
Meal packaging concept



**WORKOUT
EAT
REPEAT**

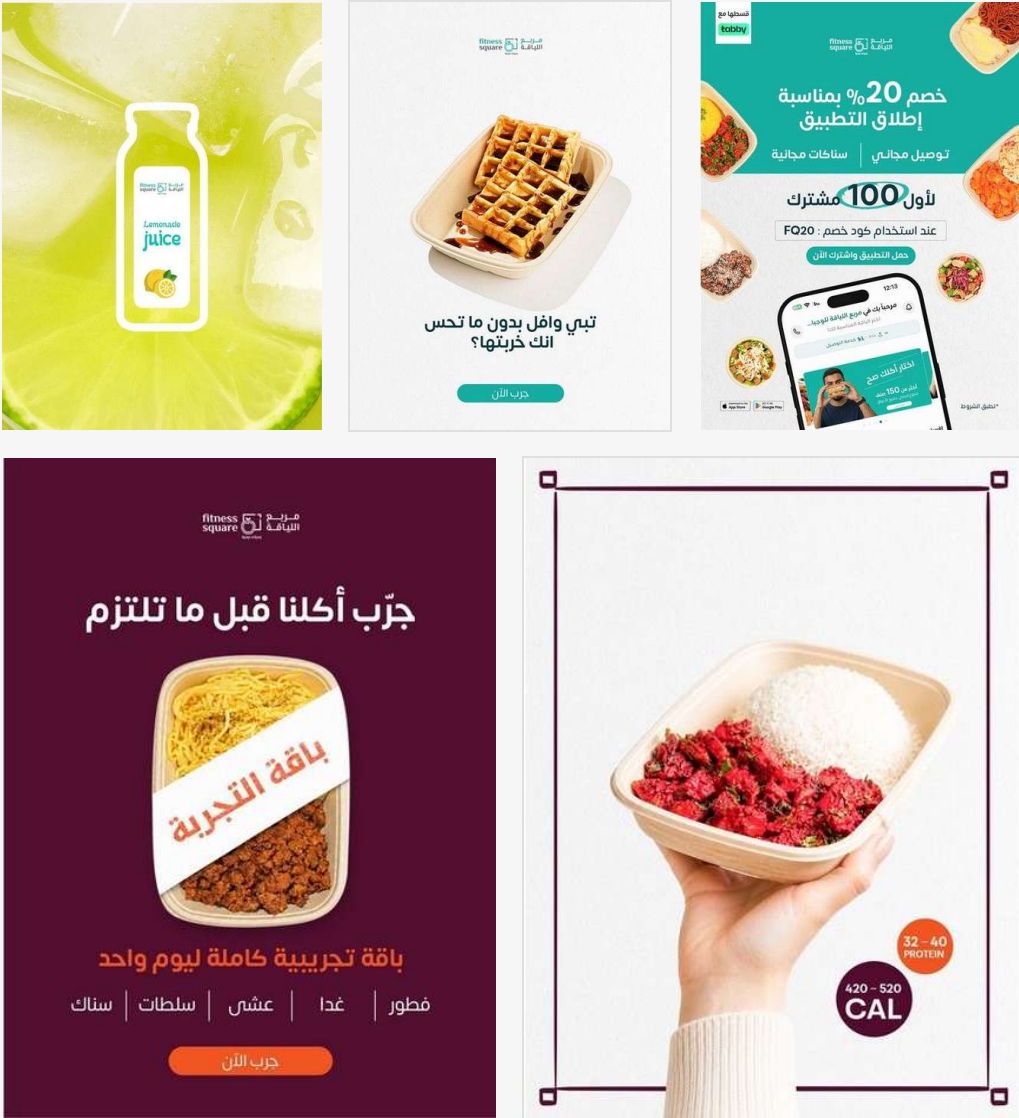
[08]

SLITEAT: identity and bag.



SLITEAT · IDENTITY ELEMENTS

The wordmark, the Workout Eat Repeat voice, a circular text pattern and the paper-bag concept.



[09]

Fitness Square Meals.



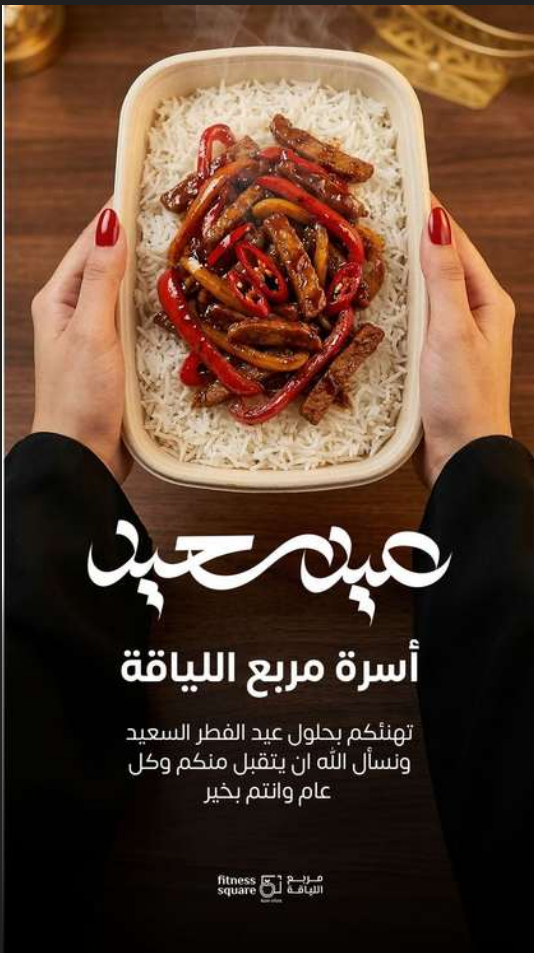
[09]

Fitness Square: meals and juices.



FITNESS SQUARE MEALS · PRODUCT-LED SOCIAL POSTS

Meal boxes, bottled juices and the new menu, shot and laid out for the feed.



[09]

Fitness Square: food in focus.



FITNESS SQUARE MEALS · PHOTO-LED SOCIAL POSTS

Juice, meal-prep and menu posts where the food carries the frame.

[09]

Fitness Square: offers and campaigns.

FITNESS SQUARE MEALS · CAMPAIGN POSTS

Offer, Founding Day and app-launch posts, each with its own art direction.

fitness square **مربع اللياقة**

عرض
عمله الكابتن أحمد الحمدي

40% خصم
على باقات الاشتراكات الشهرية

30 يوم	24 يوم	20 يوم	لبات الوزر
٤٦٩	٣٨٠	٣٤٥	وجبة
٨٣٧	٦٦٩	٥٧٦	وجبتين
١١٨٥	٩٤٧	٨١٠	٣ وجبات
١٥٣٢	١٢٢٤	١٠٣٩	٤ وجبات

30 يوم	24 يوم	20 يوم	الضخامة
٥٩٩	٥١٠	٤٥٠	وجبة
١٠٥٩	٨٧٦	٧٥٤	وجبتين
١٥١٥	١٢٤٢	١٠٦٠	٣ وجبات
١٩٥٠	١٦٠٨	١٣٦٤	٤ وجبات

هذا العرض ساري استخدام الكود المرفق

AH40

للإشتراك
053 332 074
نور فلاح المومني

fitness square **مربع اللياقة**

November offer is here

OFF% 30

على جميع الباقات

عند استخدام كود **FQ30**

ساري حتى نهاية نوفمبر

عروض يوم التأسيس

على باقات النشافة والعضامة

tabby تمارا

fitness square **مربع اللياقة**

Something Powerful
(Our New App) **IS COMING**

Offers Smarter tracking Faster orders

Better results & Personalized plans

Stay Tuned
LAUNCHING SOON

Download on the App Store GET IT ON Google Play

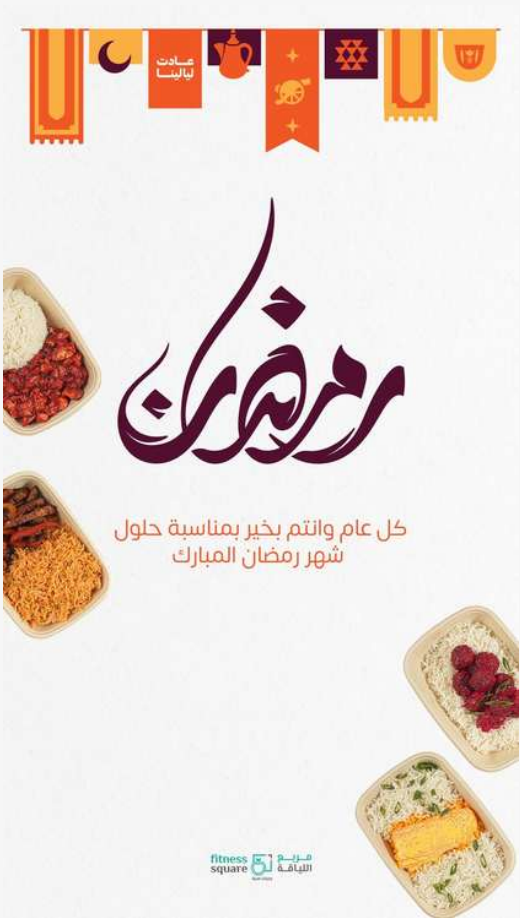
[09]

Fitness Square: Ramadan and stories.



FITNESS SQUARE MEALS • SEASONAL POSTS AND STORIES

Ramadan posts, a Flag Day story and conversational salad posts.





لحم مفروم
سباغيتي بالكريمة

550 KCL

150g | 36g protine | 45g carb

31

fitness square

مربع اللياقة



لحم كفتة كاري
فوتتشيني

555 KCL

150g | 35g protine | 45g carb

31

fitness square

مربع اللياقة



لحم كفتة باركيو
نودلز

560 KCL

150g | 35g protine | 50g carb

31

fitness square

مربع اللياقة



كوردن بلو
سباجيتي صوص احمر

540 KCL

150g | 38g protine | 50g carb

25

fitness square

مربع اللياقة



رز برياني

210 KCL

150g | 4g protine | 45g carb

fitness square

مربع اللياقة



كساديا دجاج
خبز التورتيا

620 KCL

150g | 35g protine | 41g carb

15

fitness square

مربع اللياقة



شيش طاووق
رز ابيض

475 KCL

150g | 40g protine | 55g carb

25

fitness square

مربع اللياقة



ششوان صيني
نودلز

500 KCL

150g | 38g protine | 50g carb

25

fitness square

مربع اللياقة



جمبري كريما
رز ابيض

480 KCL

150g | 28g protine | 55g carb

38

fitness square

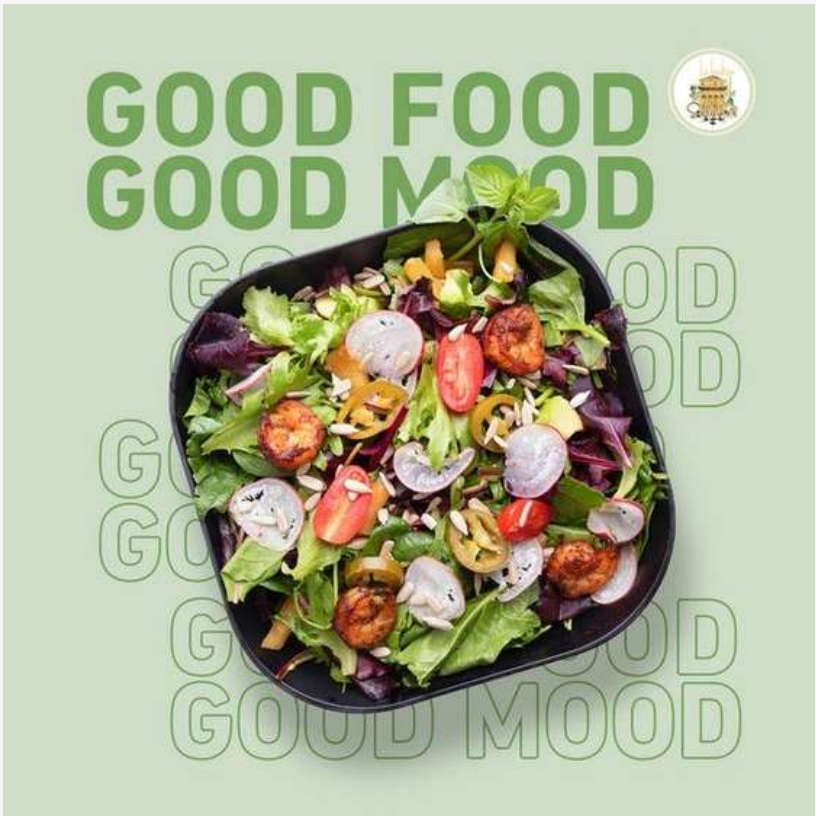
مربع اللياقة

[09]

Fitness Square: meal cards.

FITNESS SQUARE MEALS · MENU CARDS

A repeatable card system with calories, macros and price for each meal.



[10]

La Boutique de Salads.

HEALTHY FOOD

Product compositions and social media



[11]
JO.LION.

SCOPE

Social media posts

Delivery-app promotion (Talabat)

Arabic headline lettering

Food and lifestyle photography direction

SOCIAL MEDIA DESIGN

burgers

[11]

JO.LION: more posts.

JO.LION · SOCIAL MEDIA DESIGN

Talabat delivery poster, a lifestyle scene and a customer portrait.



[12]

Shawarma Shaker — Menu.

شاورما

كبري

متوسط

صغير

688	15.00	304	7.00	150	5.00	152	3.00	توت
609	15.00	304	7.00	150	5.00	152	3.00	كركدية
930	25.00	344	9.00	230	7.00	222	5.00	مانجو
548	25.00	360	9.00	135	7.00	188	5.00	كوكتيل
548	25.00	360	9.00	135	7.00	188	5.00	طبقات
1800	25.00	994	9.00	497	7.00	497	5.00	أصفهاني
1162	25.00	270	9.00	336	7.00	125	5.00	ليمون نعناع
855	25.00	360	9.00	211	7.00	180	5.00	أناناس
1800	25.00	990	9.00	495	7.00	436	5.00	جى
965	25.00	1042	9.00	410	7.00	506	5.00	موز
1820	25.00	500	9.00	251	7.00	276	5.00	جواقة
426	25.00	384	9.00	105	7.00	182	5.00	بطيخ
552	25.00	570	9.00	136	7.00	285	5.00	قراولة
804	25.00	570	9.00	188	7.00	272	5.00	رمان
642	25.00	544	9.00	154	7.00	222	5.00	شمام
900	25.00	336	9.00	205	7.00	365	5.00	ليمون سادة
1665	30.00	994	10.00	510	8.00	498	6.00	أفوكادو
645	30.00	264	10.00	159	8.00	182	6.00	جزر
711	30.00	324	10.00	175	8.00	182	6.00	تفاح أحمر / أخضر
942	30.00	478	10.00	232	8.00	235	6.00	برتقال
474	30.00	234	10.00	117	8.00	55	6.00	شمندر
2200	30.00	1402	10.00	704	8.00	704	6.00	عرائسي

وجبات شاكر الأصلي

وجبة اللحم

تشكل 2 شاويرما لحم + بطاطس + مشروب غازي

1235

21.00

وجبة الدجاج

تشكل 2 شاويرما دجاج + بطاطس + مشروب غازي

1125

21.00

المشروبات

بيبي

3.00

كينزا

2.00

ماء كبير

1.00

ماء صغير

0.50

شاويرما شاكر الأصلي

شاويرما اللحم

365

10.00

385

8.00

شاويرما الدجاج

330

10.00

330

8.00

صحن فرط

فرط لحم

610

33.00

570

25.00

380

18.00

فرط دجاج

490

33.00

390

25.00

340

18.00

البطاطس

بطاطس

850

10.00

420

5.00

210

3.00

الإضافات

ثوم

150

1.00

طحينة

170

1.00

فلفل حار

20

1.00

مخلل

50

3.00

منتجاتنا قد تحتوي على واحد أو أكثر من مسببات الحساسية

سمسم • الخردل • القمح • الحليب • المكسرات

احتياجك اليومي من السعرات

الرجال

3000

النساء

2400

الأطفال

2200

شاكر الأصلي

طعم زمان



[12]

Shawarma Shaker.



SHAWARMA SHAKER · SHAWARMA

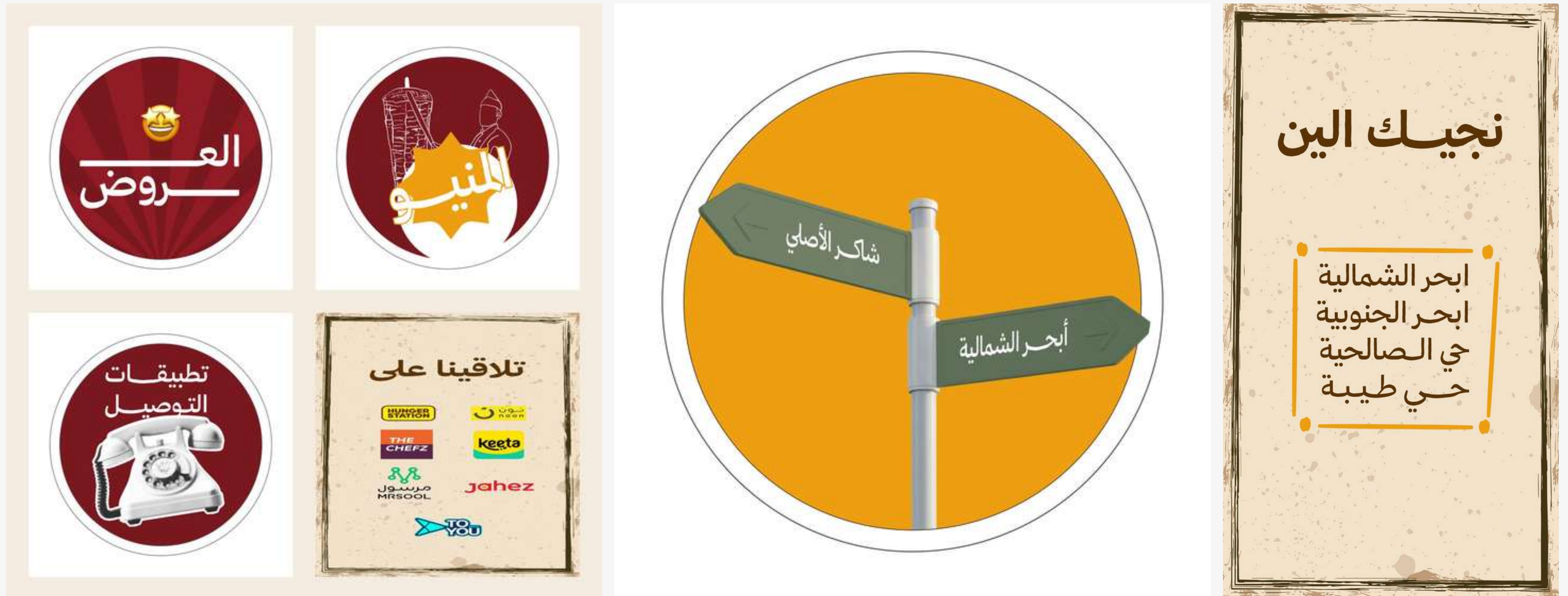
National Day offer posters in a kraft-and-check pattern, with photo-led posts for the menu, delivery and the shawarma counter.

[12]

Shawarma Shaker: stories.

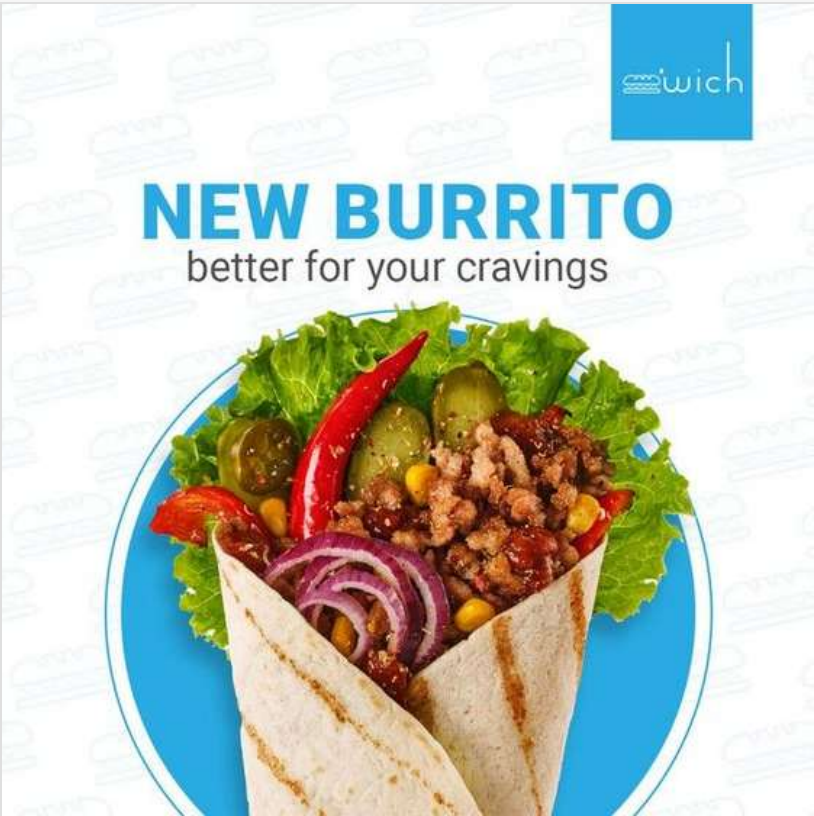
SHAWARMA SHAKER — MENU · RESTAURANT COMMUNICATION

Story tiles for offers, menu and delivery apps, the wayfinding signpost and the branch-list story.



[13]

Wich.

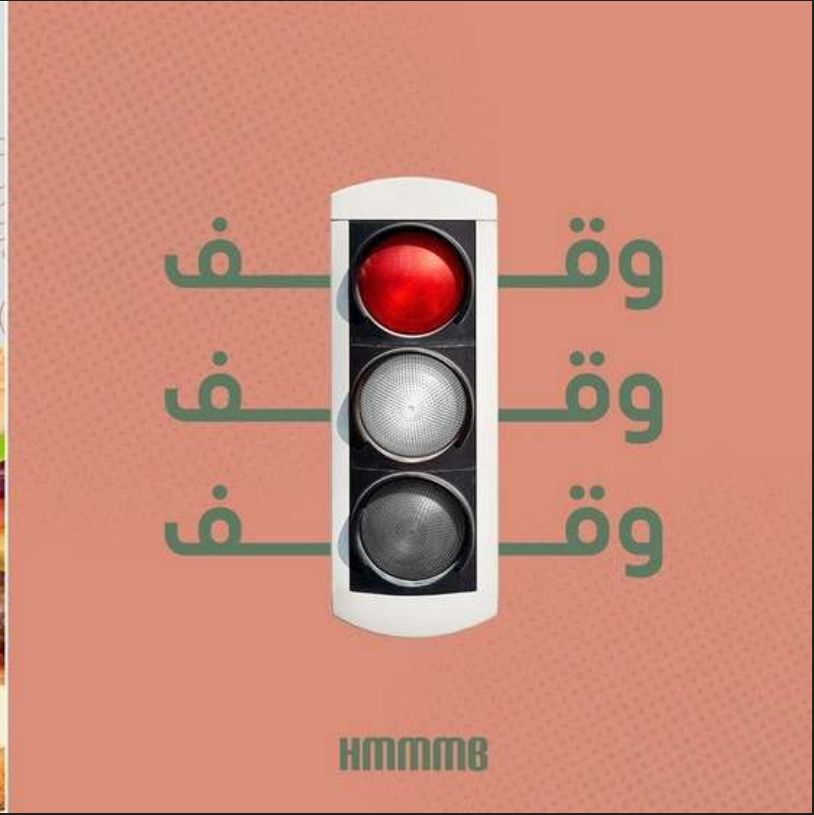
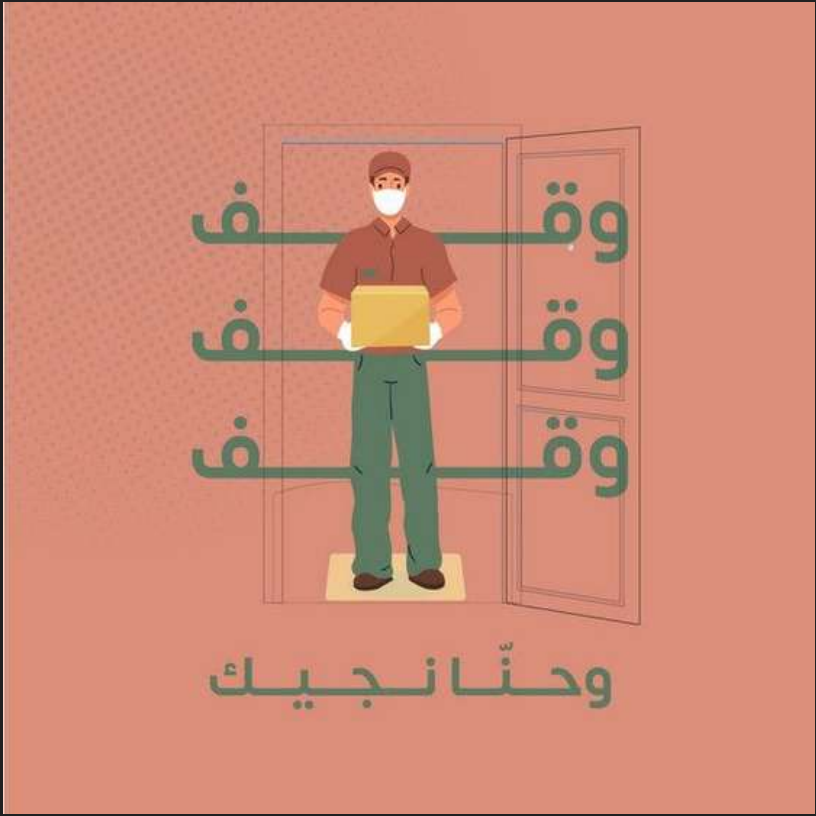


SANDWICHES

Social media design

[14]

HMMMB.



BURGERS

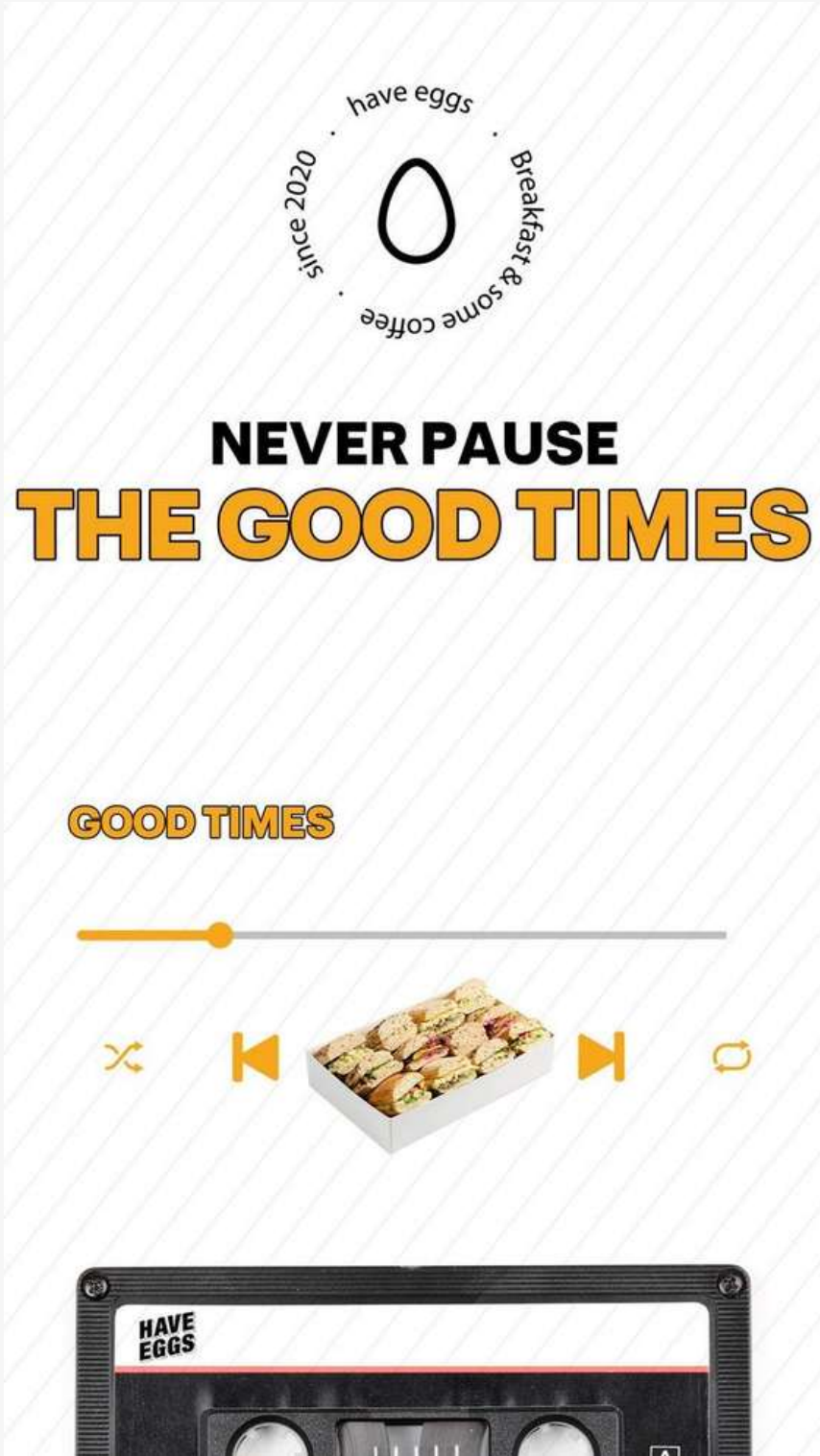
Delivery campaign and product content

[15]

Have Eggs.

STORY DESIGN

breakfast



[16]

Bite em.

SOCIAL GRAPHICS AND STORY DESIGN
fast food



[17]

Blanca.



[18]

BKG & Ribal Burger.

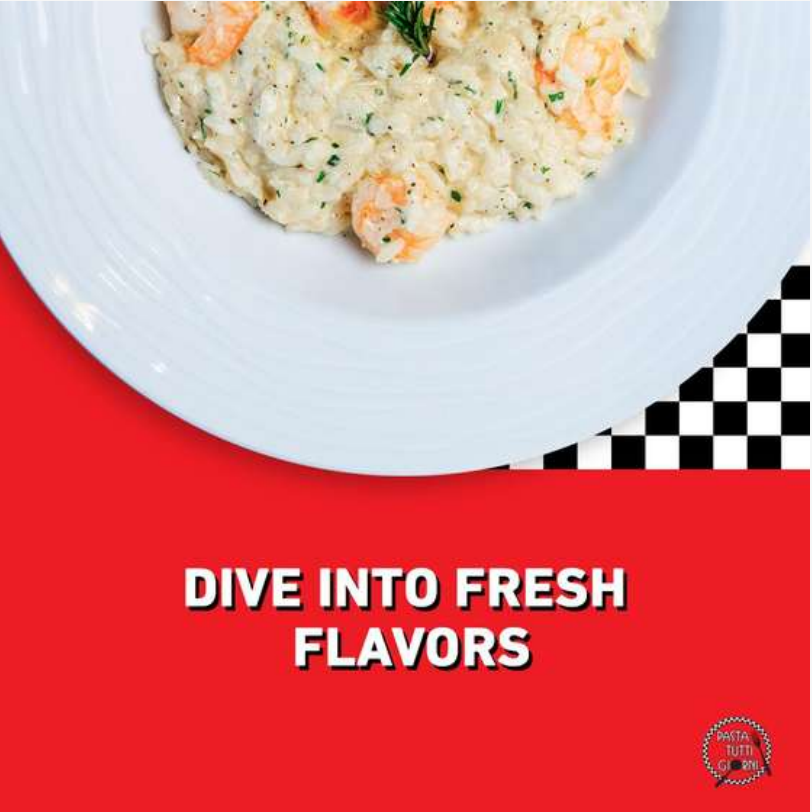
FAST FOOD

Product and lifestyle campaign artwork



[19]

Pasta Tutti Giorni.



ITALIAN FOOD

Social media and seasonal promotion

[19]

Pasta Tutti Giorni: more posts.

PASTA TUTTI GIORNI · SOCIAL MEDIA

Ramadan greetings built on the crescent and star, and a plated shrimp post with circular lettering.



[20]

Nawa.



PRODUCT CAMPAIGN LAYOUT
baklava and chocolate

[21]

Lokma Bay.

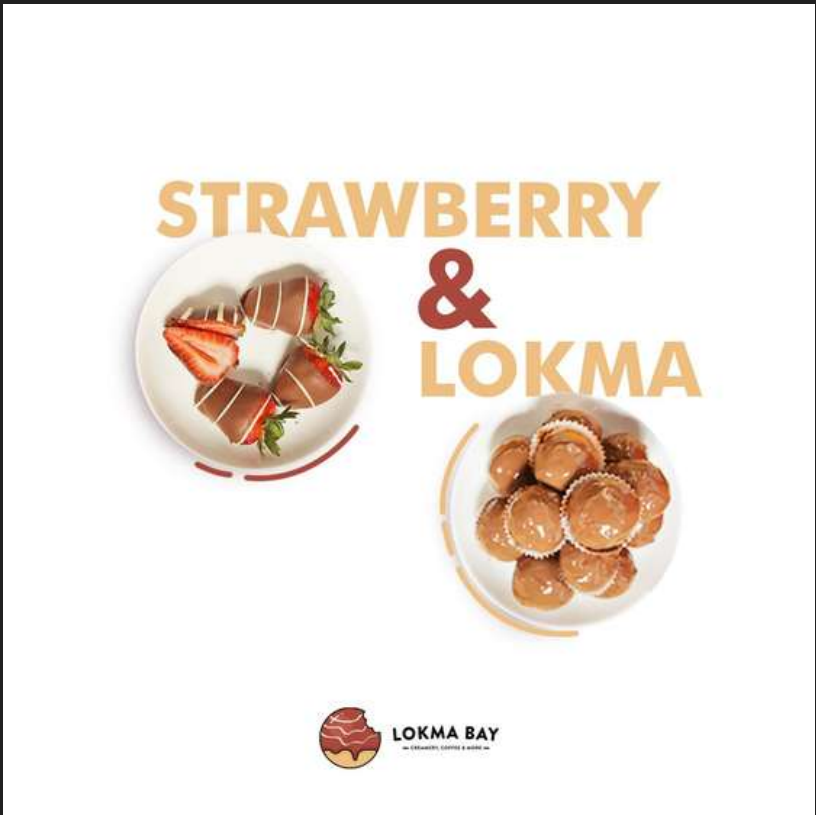


DESSERTS

Product and promotional social content

[21]

Lokma Bay: more posts.



LOKMA BAY · SOCIAL MEDIA

Brand-led posts: the “we are the best” hero, graduation boxes, tic-tac-toe donuts and the balloon post.

[22]

Boo.

CAMPAIGN PRESENTATION
ice cream and drinks



[23]

OLI.





[23]

OLI: Ramadan banners.

OLI · WEB BANNERS

Five wide banners placing the OLI bottle in kitchen and table settings.



[23]

OLI: product photography.

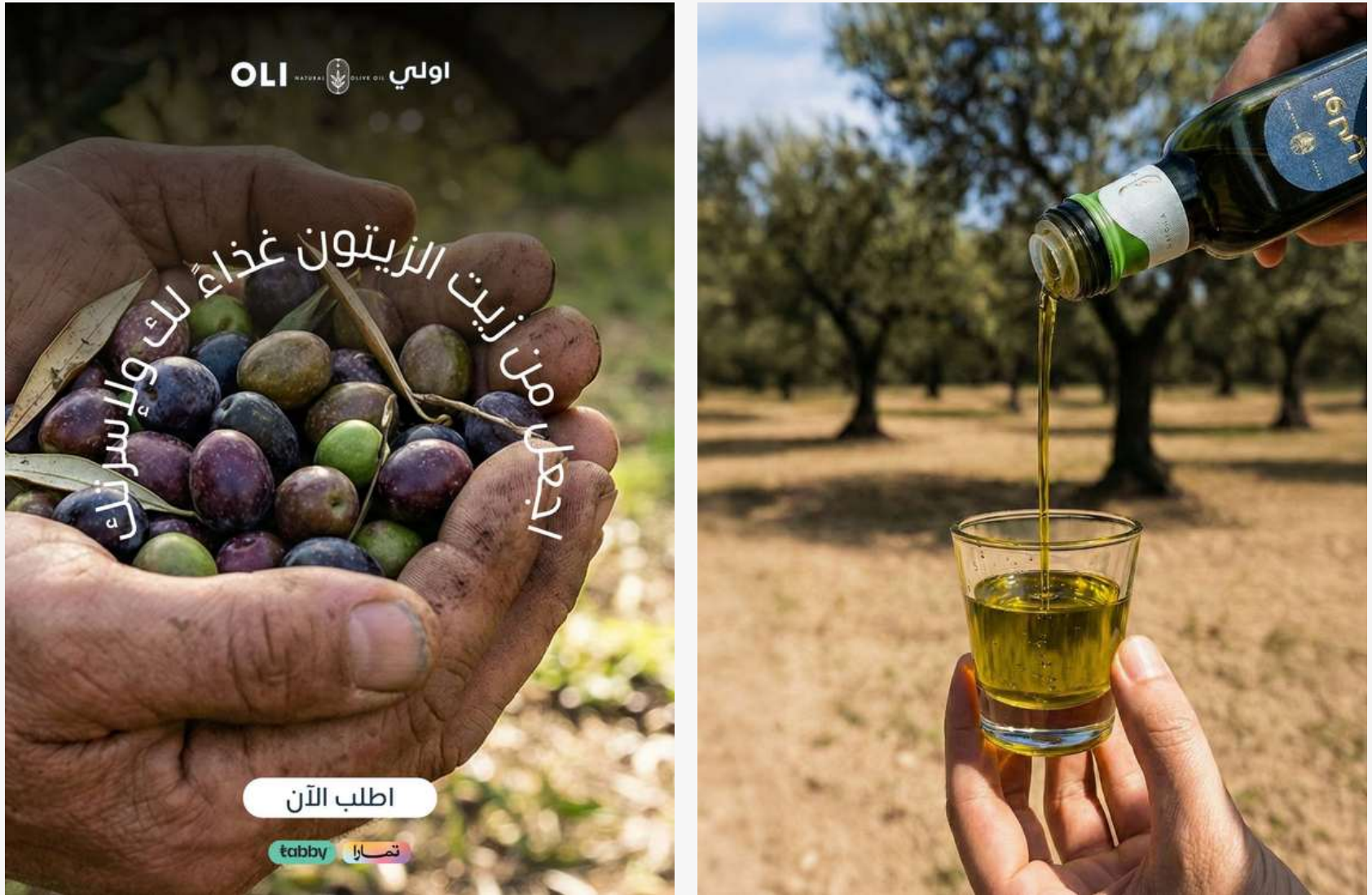
OLI · SOCIAL POSTS

Bottle-led posts set in olive groves, on bread, on the table and in a shopping basket.



[23]

OLI: recipes and education.



OLI · CONTENT SERIES

Did-you-know cards, recipe-of-the-day posts and olive-grove lifestyle images.

[23]

OLI: offers and packaging.

OLI · OFFER POSTS AND PACKAGING

The 12-bottle bundle, the 2 x 4L tin offer, the tin pack and the logo sheet.

اولي OLI MATHREAI OLIVE OIL

باكيج 12 عبوة من اولي العضوي والغير مفلتر



احصل على 12 عبوة زيت زيتون اولي بكر ممتاز ومعصور على البارد 250مل

ب. 1118

اولي OLI MATHREAI OLIVE OIL

العرض العملاق



احصل على 2 عبوات زيت زيتون اولي المفلتر 4 لتر

ب. 500

زيت زيتون طبيعي اولي

100%

زيت بكر ممتاز زيت زيتون

عصرة اولي على البارد

100%

لتر 4



[23]

OLI: tins, offers and Friday.



نسبة حموضة 0.27

اطلب الآن

تتمارا tabby



اولي OLI

بونو زيت زيتون بكر ممتاز
غير مفلتر إيطالي - 1 لتر

اطلب الآن

تتمارا tabby



OLI FRIDAY 11.2024

6 علب 3 بونو الصقلي و 3 بونو العضوي



اولي OLI NATURAL OLIVE OIL

8 لتر زيت زيتون مفلتر
شامل الضريبة والتوصيل

فقط بـ 345 ج.د

اطلب الآن

تتمارا tabby

OLI · OLIVE OIL

Four-litre tins, the OLI Friday bundle, a single-bottle hero and wide banners for the delivery apps.

[24]

Al Attar.

TEA & HERBS

A PACKAGING CONCEPT FOR MINT TEA.

Product packaging that uses a clear hierarchy, a fresh colour palette and botanical details.

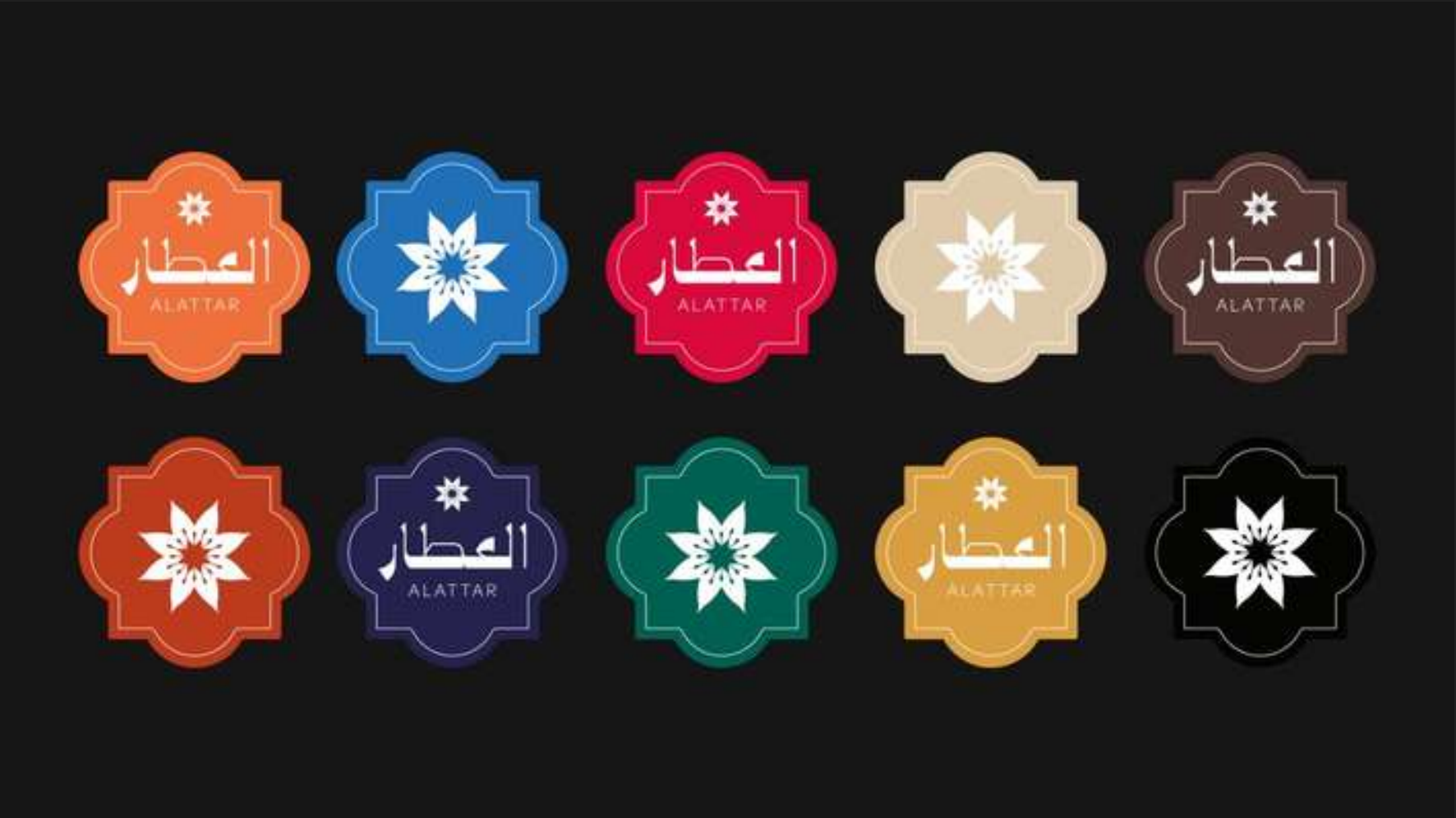
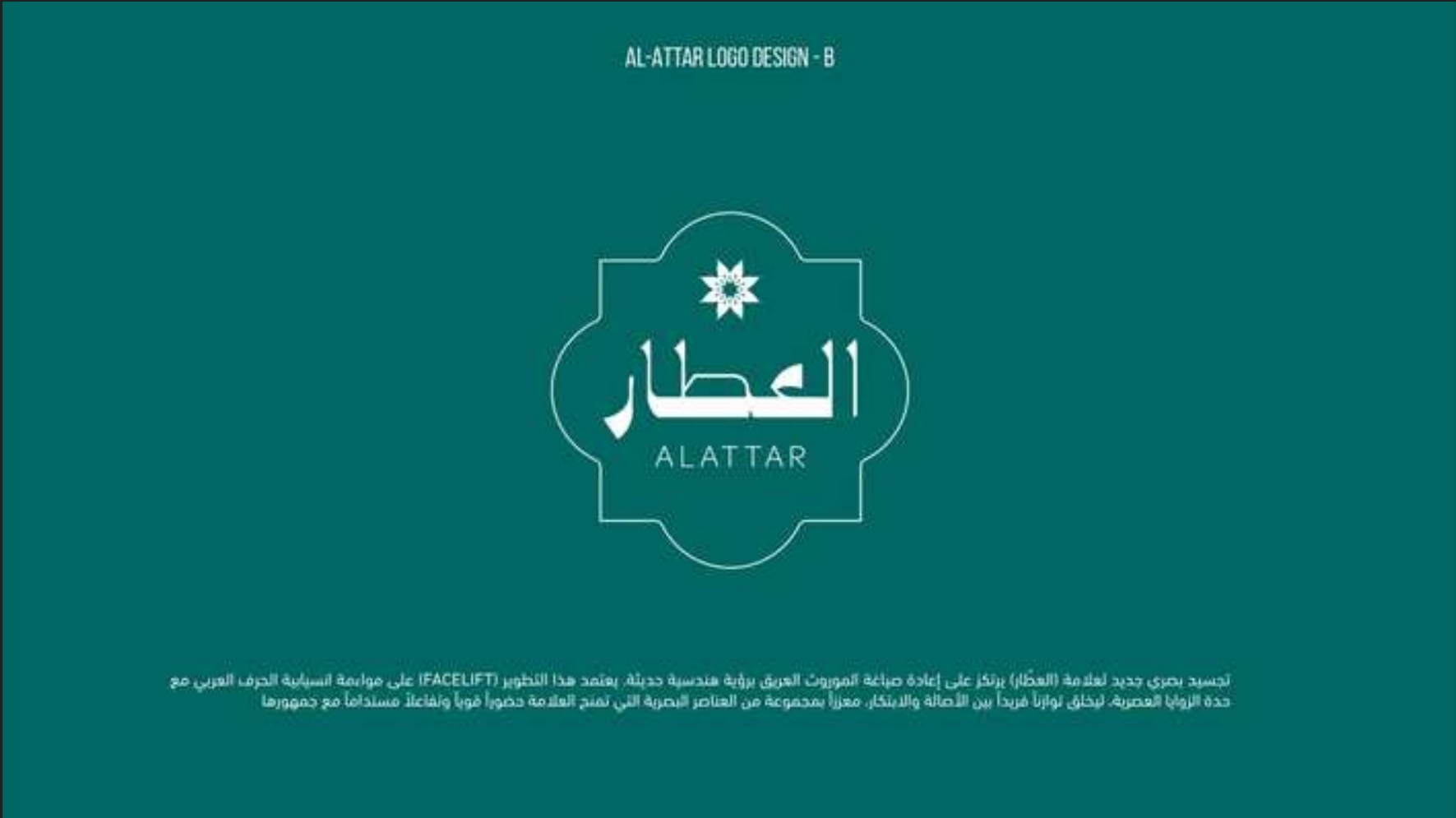


[24]

Al Attar: botanical identity.

AL ATTAR · IDENTITY

The Al Attar logo on teal and a ten-colour badge set built on one ornamental frame.



[24]

Al Attar: flavours and packaging.

AL ATTAR · PACKAGING

Mint and pomegranate boxes: one shared language, distinct flavour identities.



[24]

Al Attar: a second direction.

AL ATTAR · ALTERNATIVE CONCEPT

An alternative logo and box concept built on ochre, spice and warm light.



[25]

West Bar.



CAFÉ

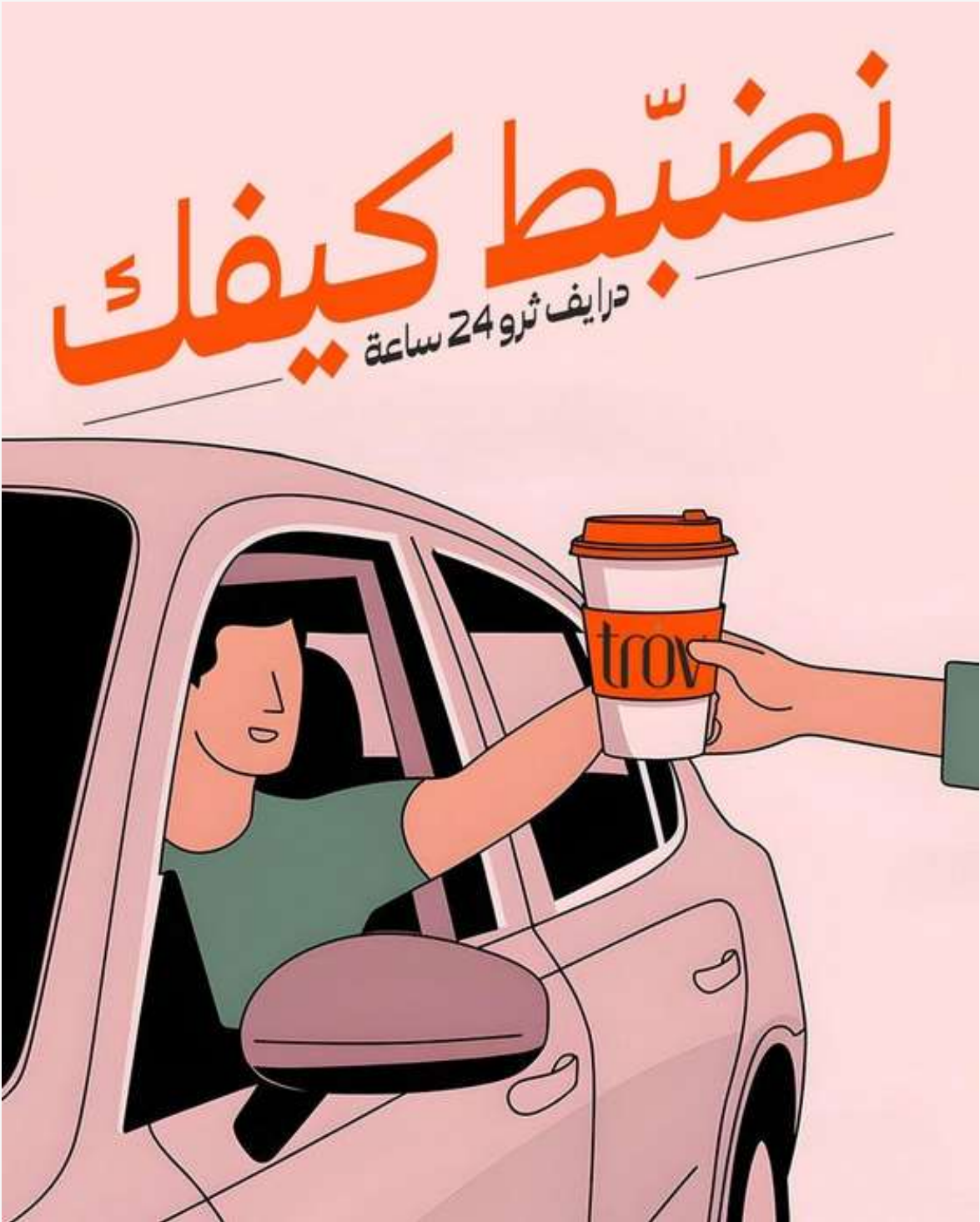
Drinks, food and social communication

[26]

Trov.

CAFÉ

Dessert, drinks and service communication



[27]

Rift.



ريفت
RIFT

قهوتنا المختصة

فقط بـ

5.75 ريال



ريفت
RIFT



5.75 ريال

قهوتنا المختصة

بلس بـ 5.75 ريال



ريفت
RIFT

SPECIALTY COFFEE

Offer-led social stories

[28]

Buzz Specialty Coffee.

CAFÉ

Beverage-led social content



[29]

Snug.



SOCIAL CONTENT DIRECTION

cafe and pastries

[30]

The Hub.

CAFÉ

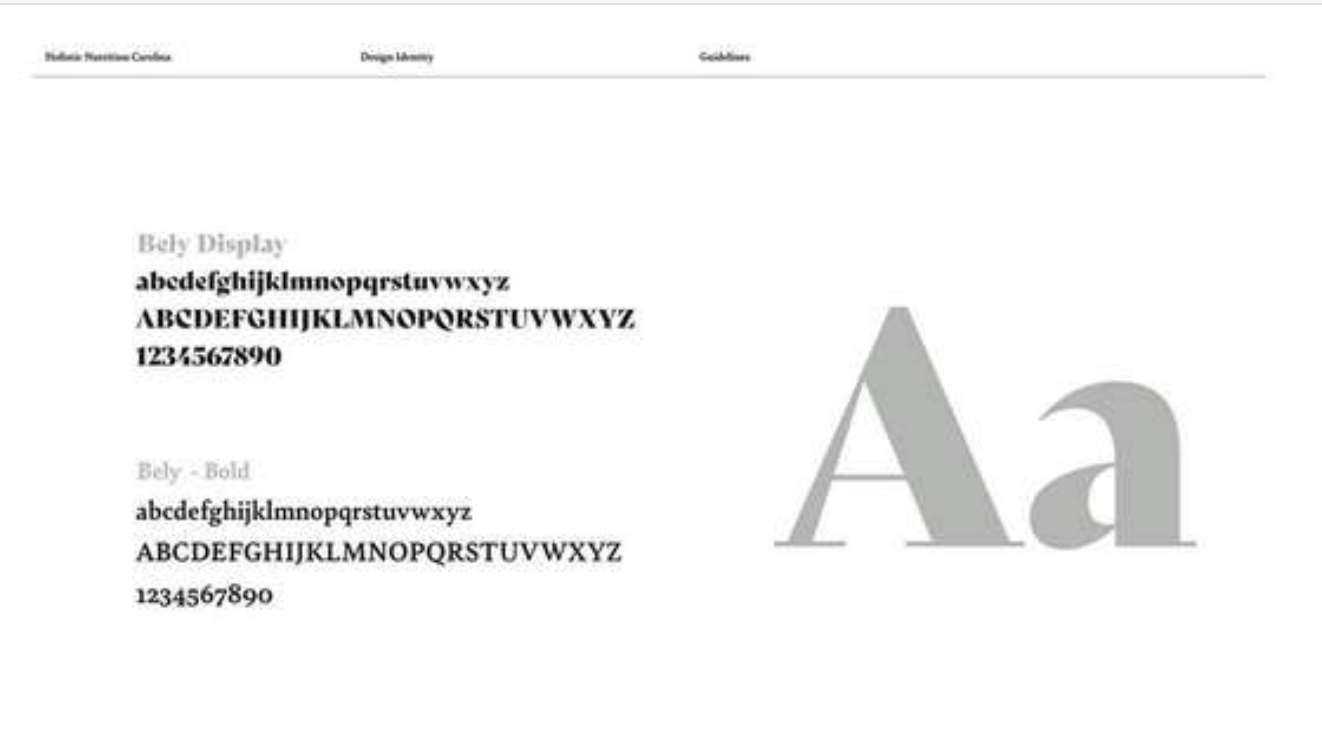
Coffee, desserts and social content



[31]

Holistic Nutrition Carolina.

Logo, colour, typography and a complete visual language.



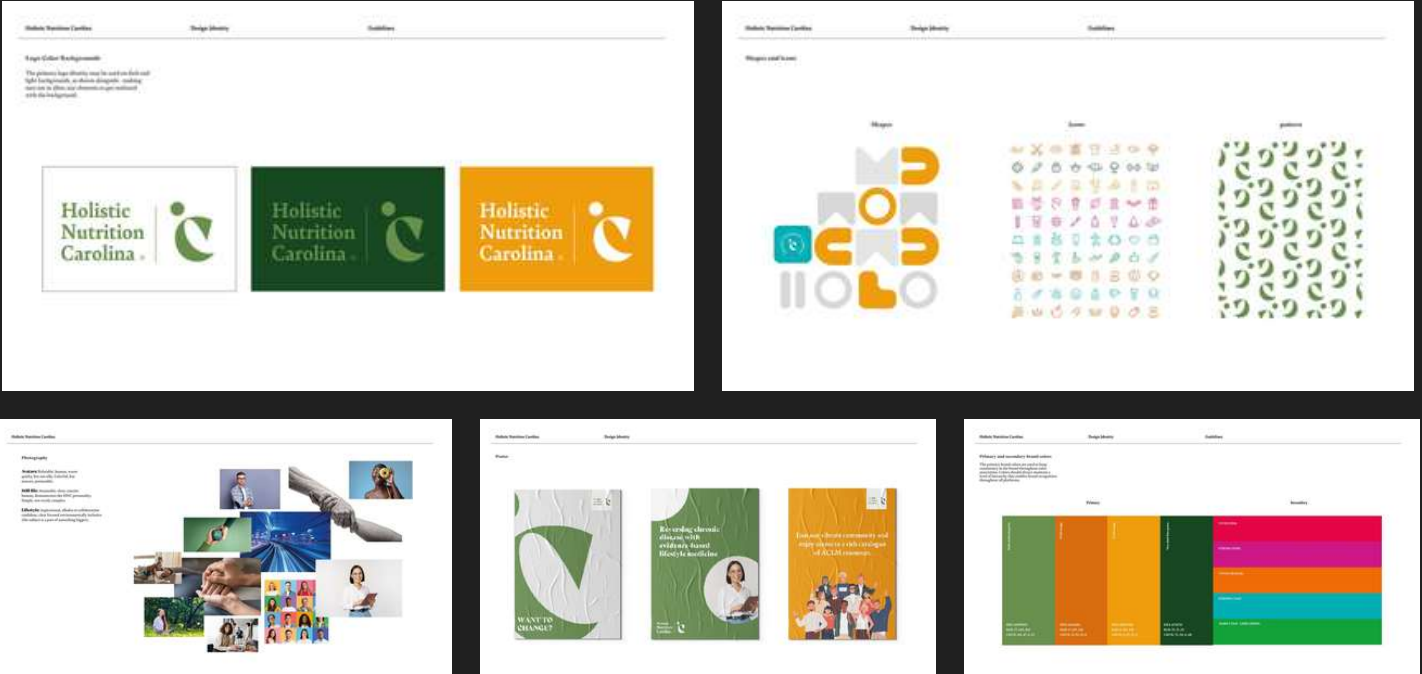
[31]

Holistic: the brand book.



HOLISTIC NUTRITION CAROLINA · BRAND GUIDELINES

Guidelines cover, logo lockups, shapes and pattern, photography direction and poster applications.

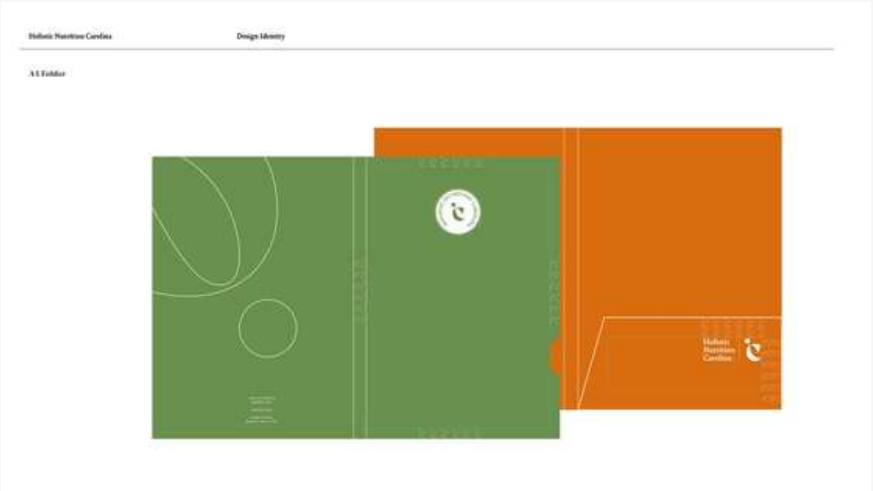
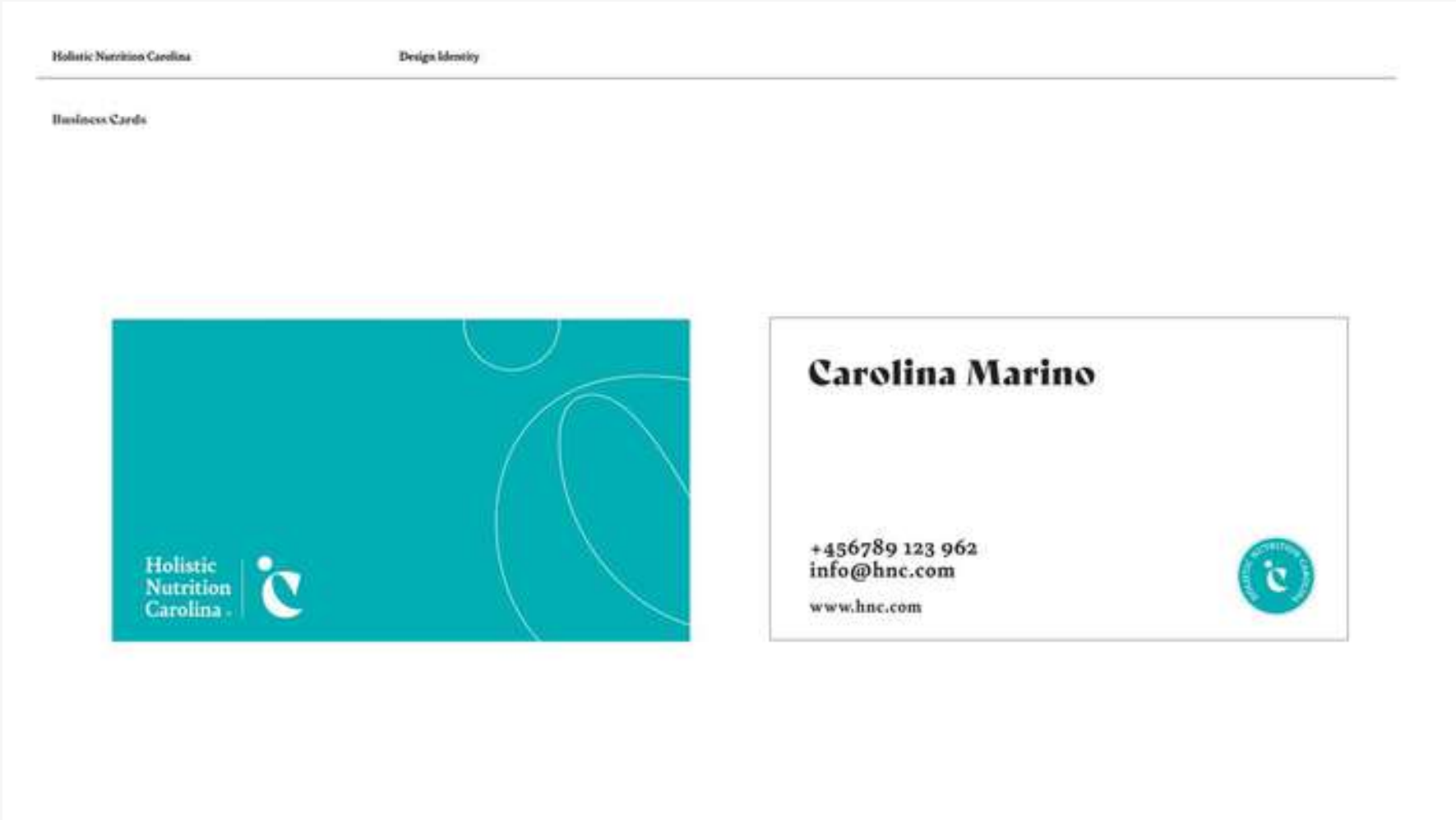


[31]

Holistic: stationery.

HOLISTIC NUTRITION CAROLINA · BRAND STATIONERY

Business cards, letterhead, A4 folder and clipboard form in the teal, orange and green palette.

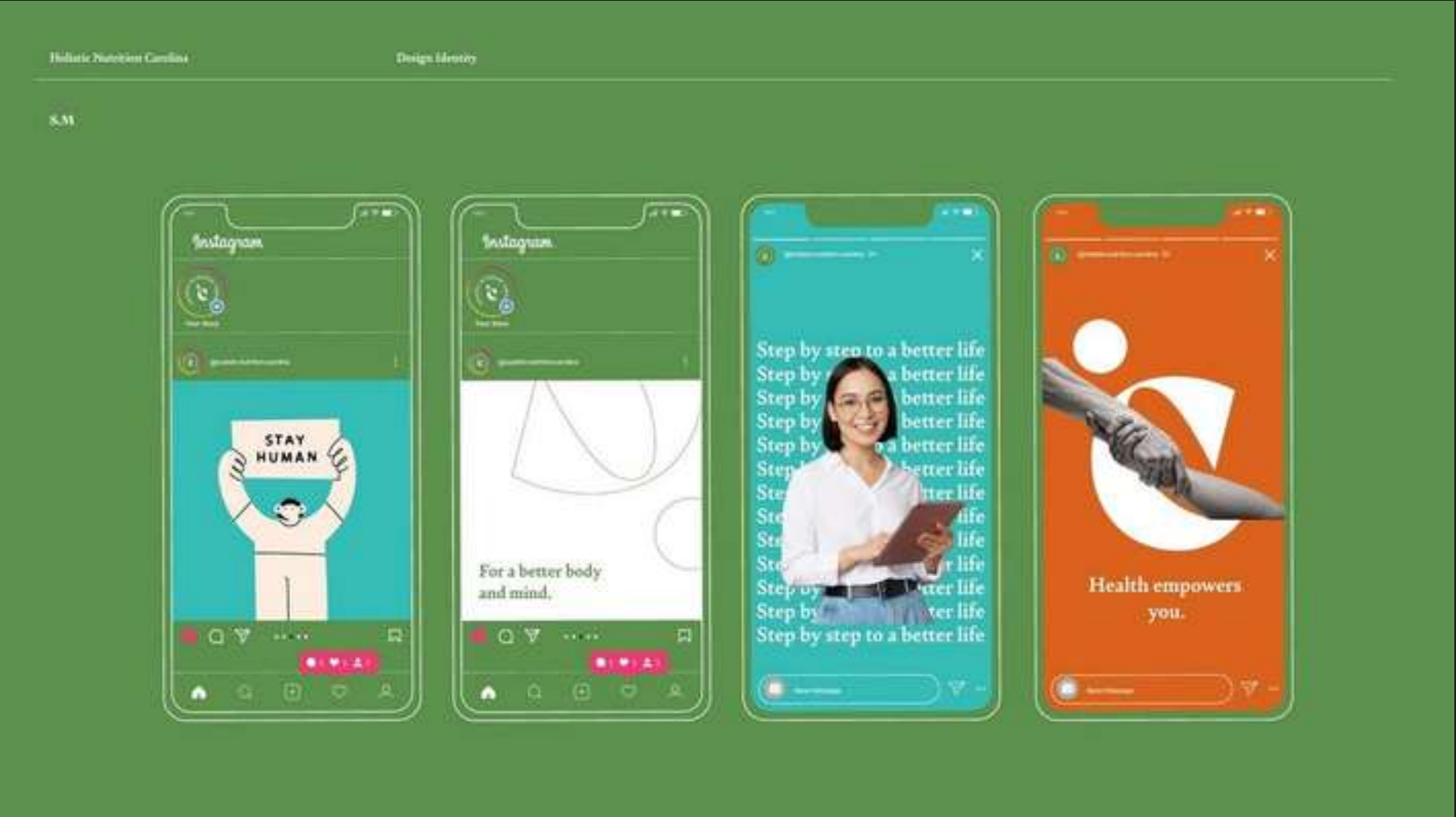


[31]

Holistic, across touchpoints.

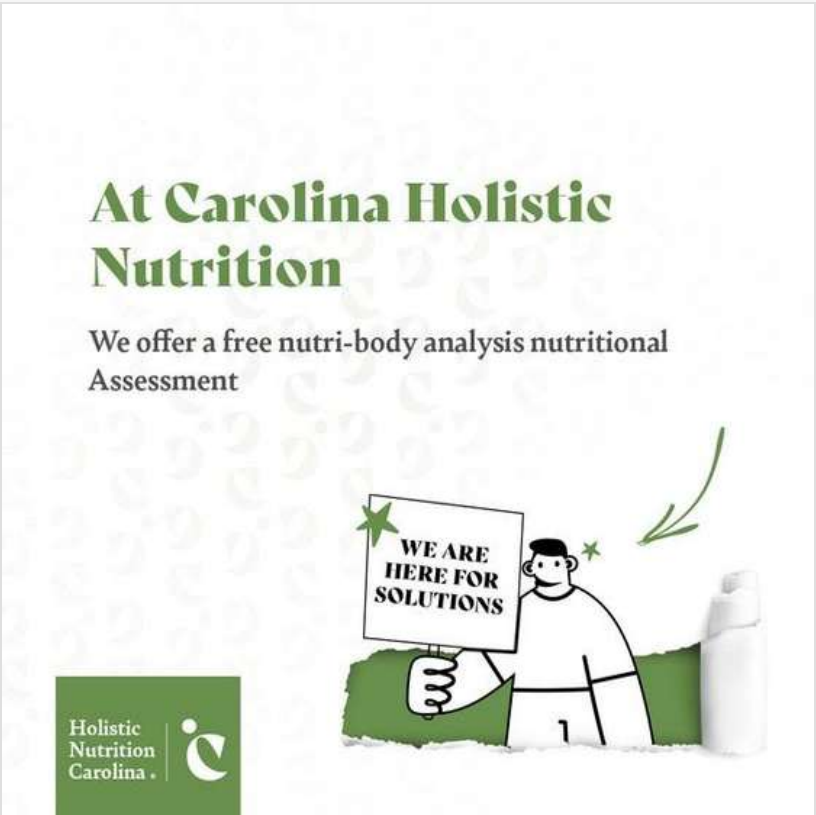
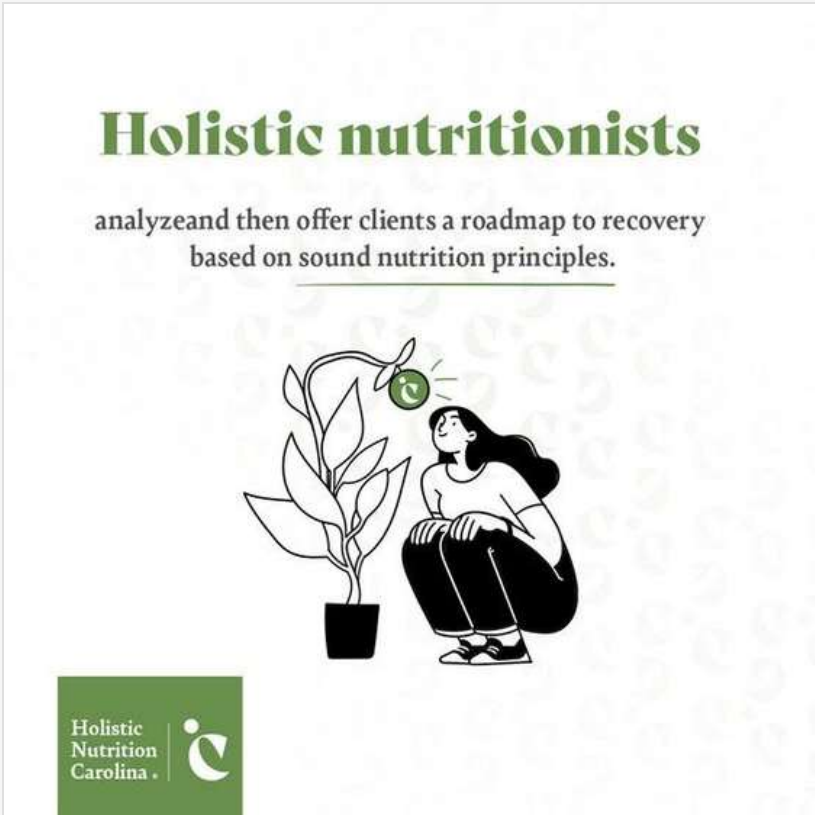
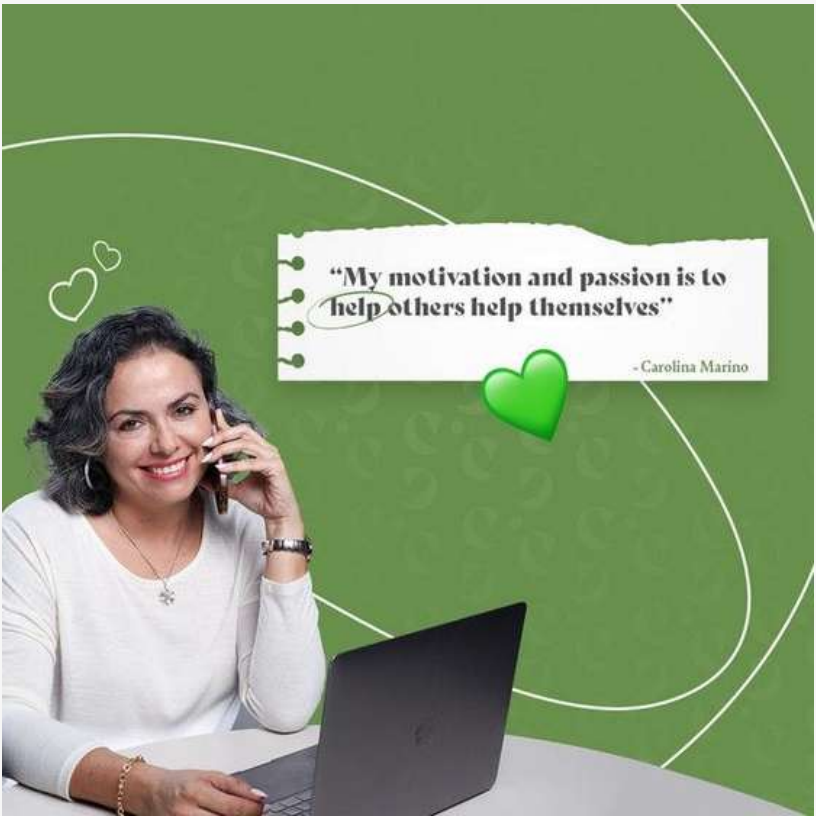
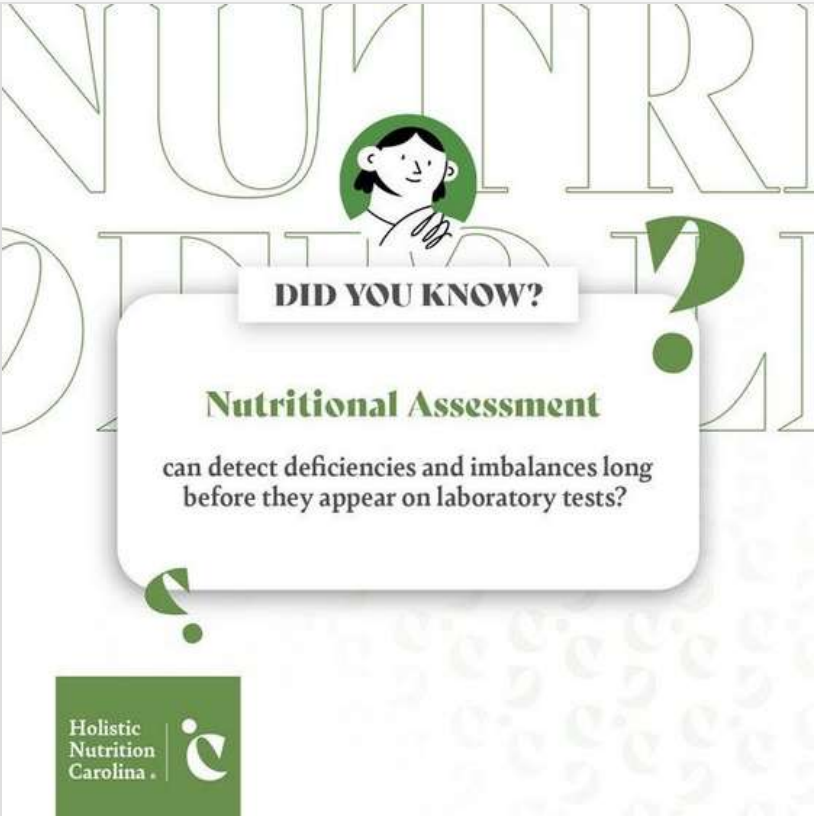
HOLISTIC NUTRITION CAROLINA

Branded packaging and coordinated social templates.



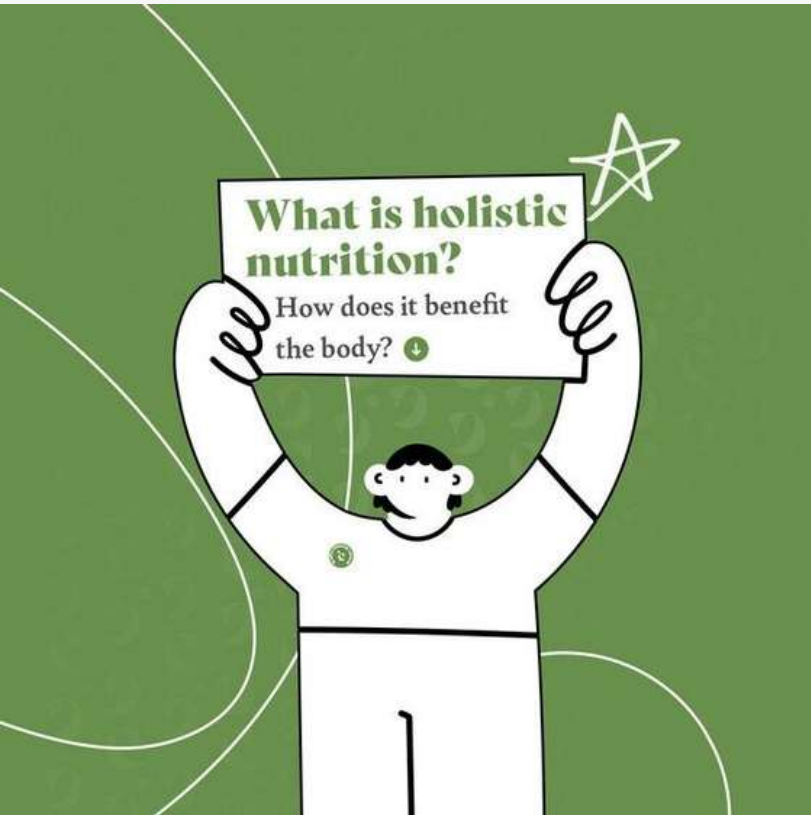
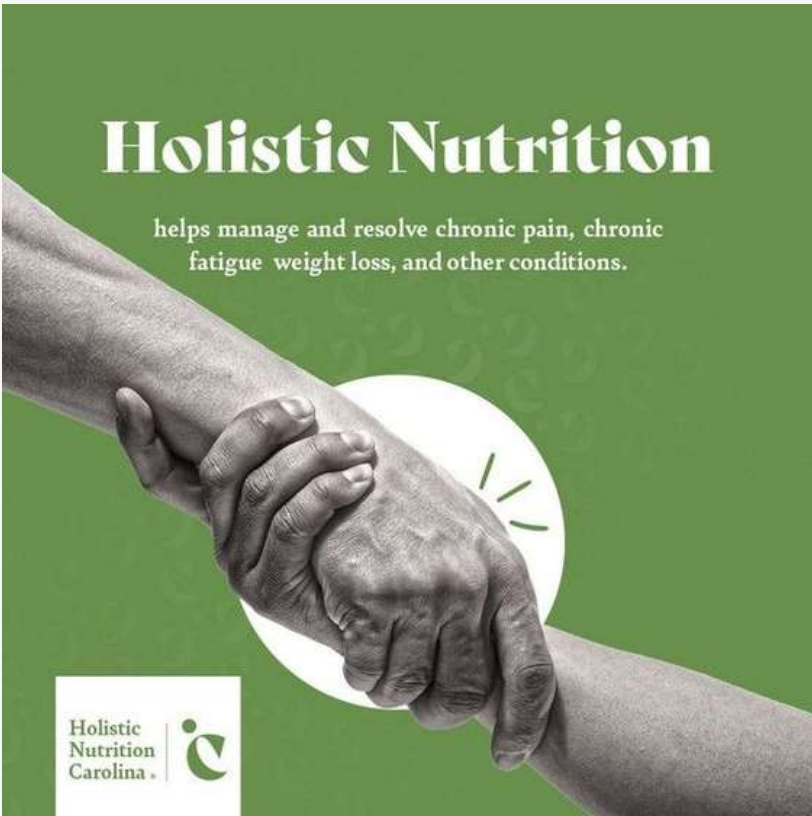
[31]

Holistic: social communication.



HOLISTIC NUTRITION CAROLINA

Educational, personal and service-led content in one visual system.



[31]

A
recognisable
everyday
feed.

HOLISTIC NUTRITION CAROLINA

Educational, personal and service-led
content in one visual system.



Abdullah Al-Fayez

لأشيداً المقاربة
LAVIDA REALTY

في يوم الوطن .. حلمك يتحقق
إستقرارك يبدأ

شعر قوي... وفخر أقوى

Strong Hair, Strong Pride

02 / CHAPTER, PAGES 72-79

Campaign ideas and coordinated creative across formats.

Advertising campaigns

كومبو التنت حبتين
مع الفرشة

X2

22 ريال
توفير

72 94
ب. 72

WEDNESDAY 18 TH MAY

THE SYNAPTIC
FREEK

LIMITED
TICKETS



VENUE: EL BARRIO (HYATT PLACE - AL RIGGA)

DOORS OPEN: 7:30 PM

AGE LIMIT 21+

FALL FOR
ARABIAN ICE CREAM

LIMITED TIME ONLY
ARABIAN
LATTE



71

ADVERTISING CAMPAIGNS.



[32]
HASK.

HAIR & SKIN CARE · NATIONAL DAY CAMPAIGN

Portrait-led campaign for Saudi National Day: model photography on Najdi-pattern backdrops with a consistent footer band.



[32]

HASK: product range.

HASK. · PRODUCT POSTS

Biotin, Keratin, Curl and Coconut ranges shown on coloured and scenic backgrounds.

[33]

Fitness Square Meals — App Launch.

CAMPAIGN DESIGN

FROM APPETITE
TO ACTION.

A clear visual hierarchy for meal plans, subscription options and the app launch offer.

CAMPAIGN ARTWORK · DIGITAL MENU · OFFER COMMUNICATION

قسطها مع

tabby

fitness square

مربع اللياقة

وجبات صحية

20% خصم على الاشتراكات مع توصيل مجاني و سناكات بمناسبة تدشين التطبيق

عند استخدام كود FO20

🔥

باقعة نزول الوزن

120 جرام

انزول الوزن

20% خصم

30 يوم	24 يوم	20 يوم
710 A 568	570 A 456	489 A 391
وجبة		
1205 A 964	970 A 776	830 A 656
وجبتين		
1701 A 1361	1365 A 1092	1155 A 932
3 وجبات		
2200 A 1760	1760 A 1408	1500 A 1200
4 وجبات		

⭐

باقعة ثبات الوزن

150 جرام

الحفاظ على الكتلة العضلية

20% خصم

30 يوم	24 يوم	20 يوم
782 A 626	634 A 507	575 A 460
وجبة		
1395 A 1116	1115 A 892	960 A 768
وجبتين		
1975 A 1580	1578 A 1262	1350 A 1080
3 وجبات		
2564 A 2043	2040 A 1632	1732 A 1386
4 وجبات		

💪

باقعة الضخامة

200 جرام

زيادة الكتلة العضلية

20% خصم

30 يوم	24 يوم	20 يوم
999 A 799	850 A 680	750 A 600
وجبة		
1765 A 1412	1460 A 1168	1257 A 1006
وجبتين		
2525 A 2020	2070 A 1656	1760 A 1413
3 وجبات		
3260 A 2600	2680 A 2144	2274 A 1819
4 وجبات		

حمل التطبيق الآن

053 332 0174

ftnssquaremeals

Sundus District, Jeddah

تحميل على App Store

تحميل على Google Play

[34]

Miimz / Eid Campaign.

ADVERTISING CAMPAIGN

Launch, bundle offer and call to action



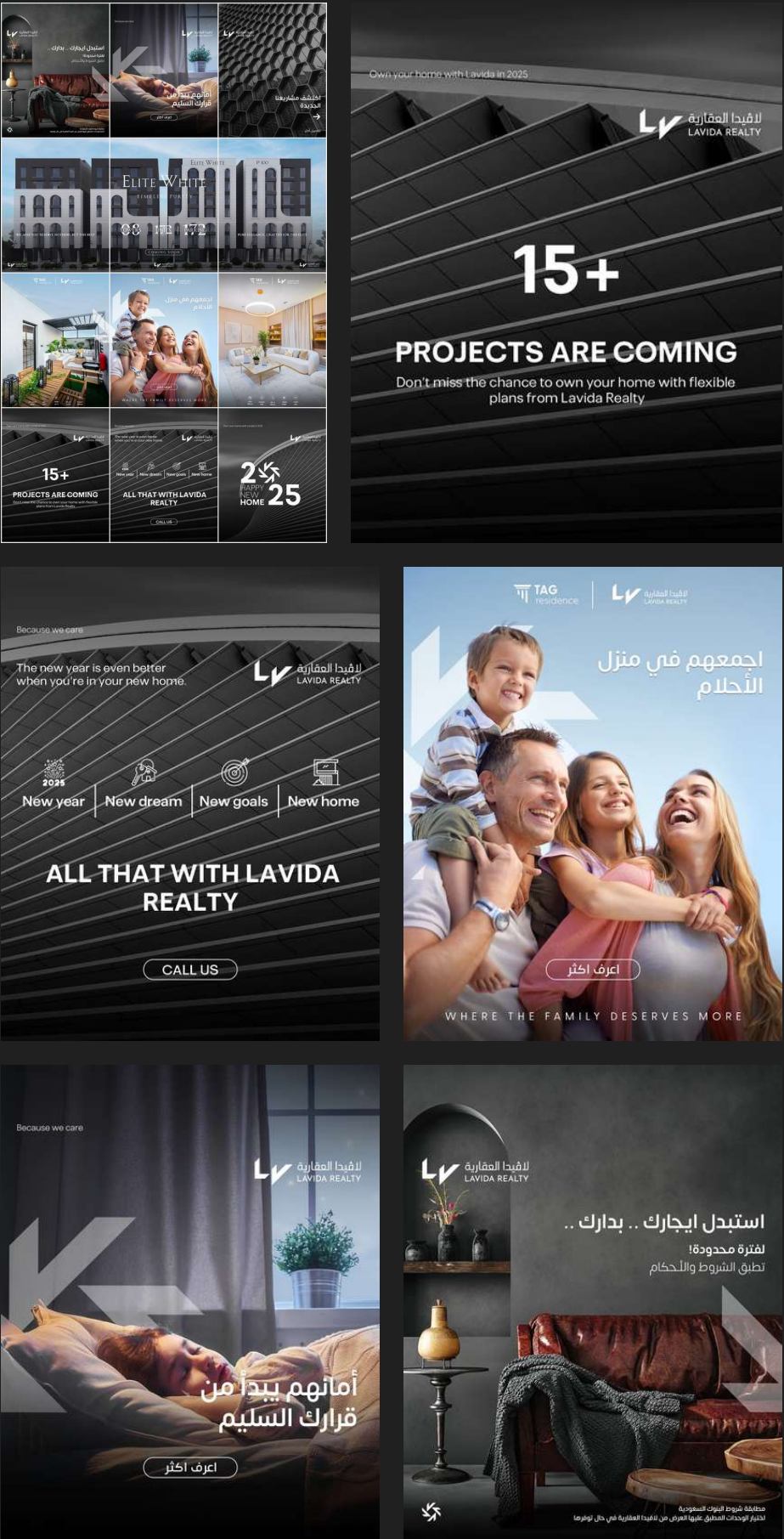
[35]

Lavida / New Year 2025.



LAVIDA REALTY · JANUARY 2025 GRID

The January 2025 feed grid and its posts: Happy New Home, fifteen projects coming, and family-led offers on one restrained black-and-white system.



[36]

Lavida / National Day.

ADVERTISING CAMPAIGN

Seasonal property promotion



[37]

The Hive / Arabian Latte.

ADVERTISING CAMPAIGN

SEASONAL PRODUCT COMMUNICATION.

A focused beverage composition that combines the product, flavour cues and a limited-time message.



[38]

Freek / Live Event.

ADVERTISING

A GRAPHIC VOICE FOR A LIVE EVENT.

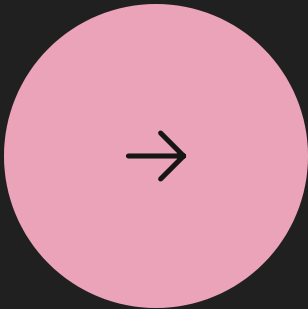
Artist imagery, bold typography and event information come together in a promotional poster.



BEYOND

03 / CHAPTER · PAGES 81–133

Real estate, retail, beauty, sports and selected brand identities.



FOOD.

[39]

Lavida Realty.

REAL ESTATE

EIGHT PROJECTS. ONE RESIDENTIAL VOICE.

Launch posts, interior carousels and sold-out announcements for Lavida Realty's residential projects in Jeddah, held together by one logo lockup and a warm, restrained palette.

JEDDAH, SAUDI ARABIA



[40]

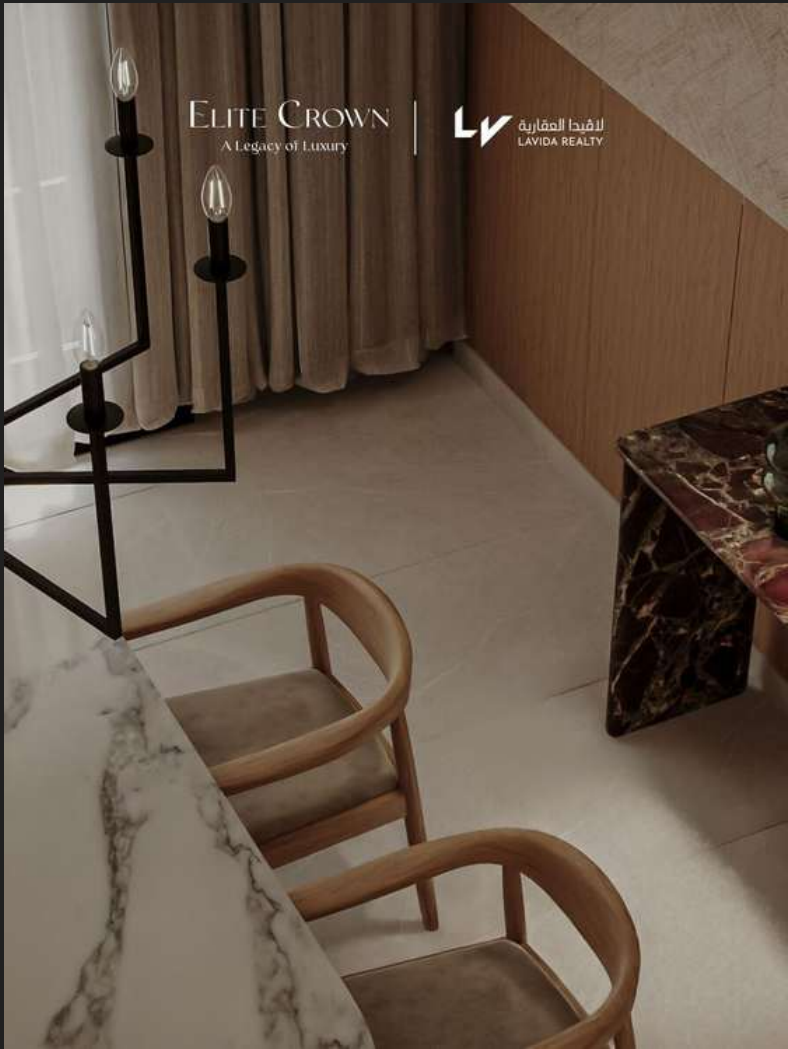
Elite White.



LAVIDA REALTY · LAUNCH POST AND INTERIOR
CAROUSEL

Timeless Purity. Facade launch post
followed by interior frames in a soft
cream palette: stair, living room,
wardrobe, bedroom and kitchen.





[41]
Elite Crown.

LAVIDA REALTY · LAUNCH POST AND INTERIOR CAROUSEL

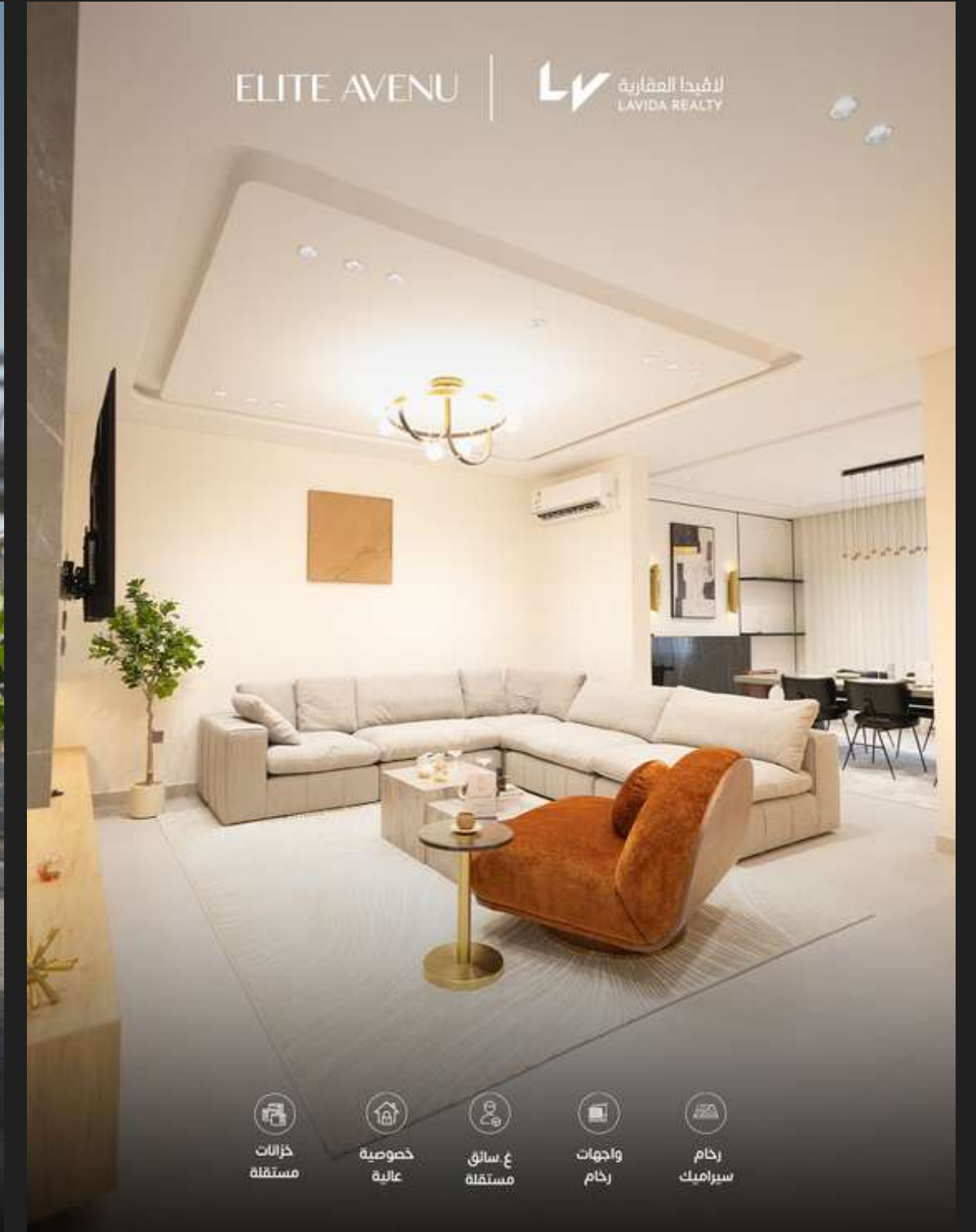
A Legacy of Luxury. A family-focused launch post and interior series built on marble, walnut and dark metal detailing.

[42]

Elite Avenue.

LAVIDA REALTY · LAUNCH POSTS

“From the heart of Jeddah.” Location-led launch posts: dining and living interiors around a family lifestyle frame.



[43]

Aurora Residences.



LAVIDA REALTY · LAUNCH POST AND INTERIOR CAROUSEL

Launch post with unit sizes (4, 5 and 6 rooms), followed by warm, textured interior frames.



[44]

Lanora.

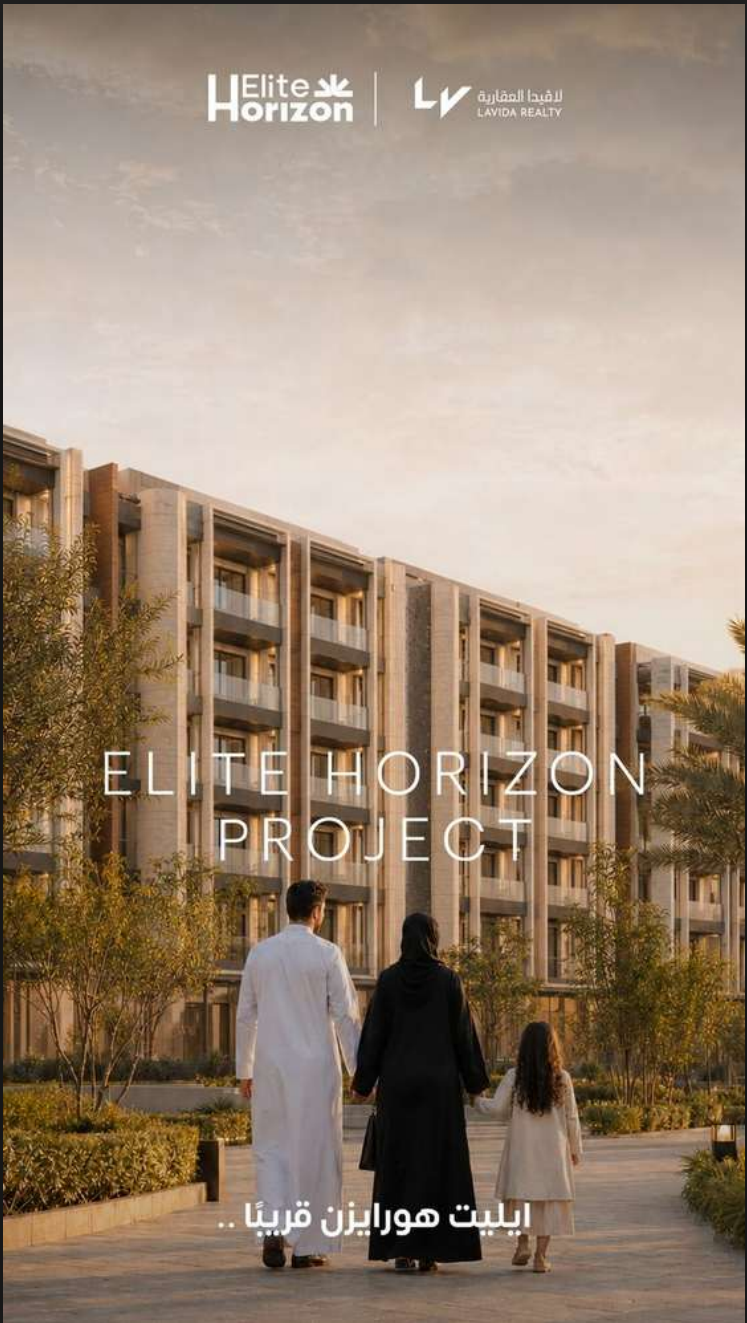
LAVIDA REALTY · LAUNCH SEQUENCE

Mark reveal, launch message and the three unit features: drivers’ room, high privacy and independent clinics.



[45]

Elite Horizon.



LAVIDA REALTY · PRE-LAUNCH TEASERS

“Coming soon” teaser series led by family imagery and the project’s garden frontage.

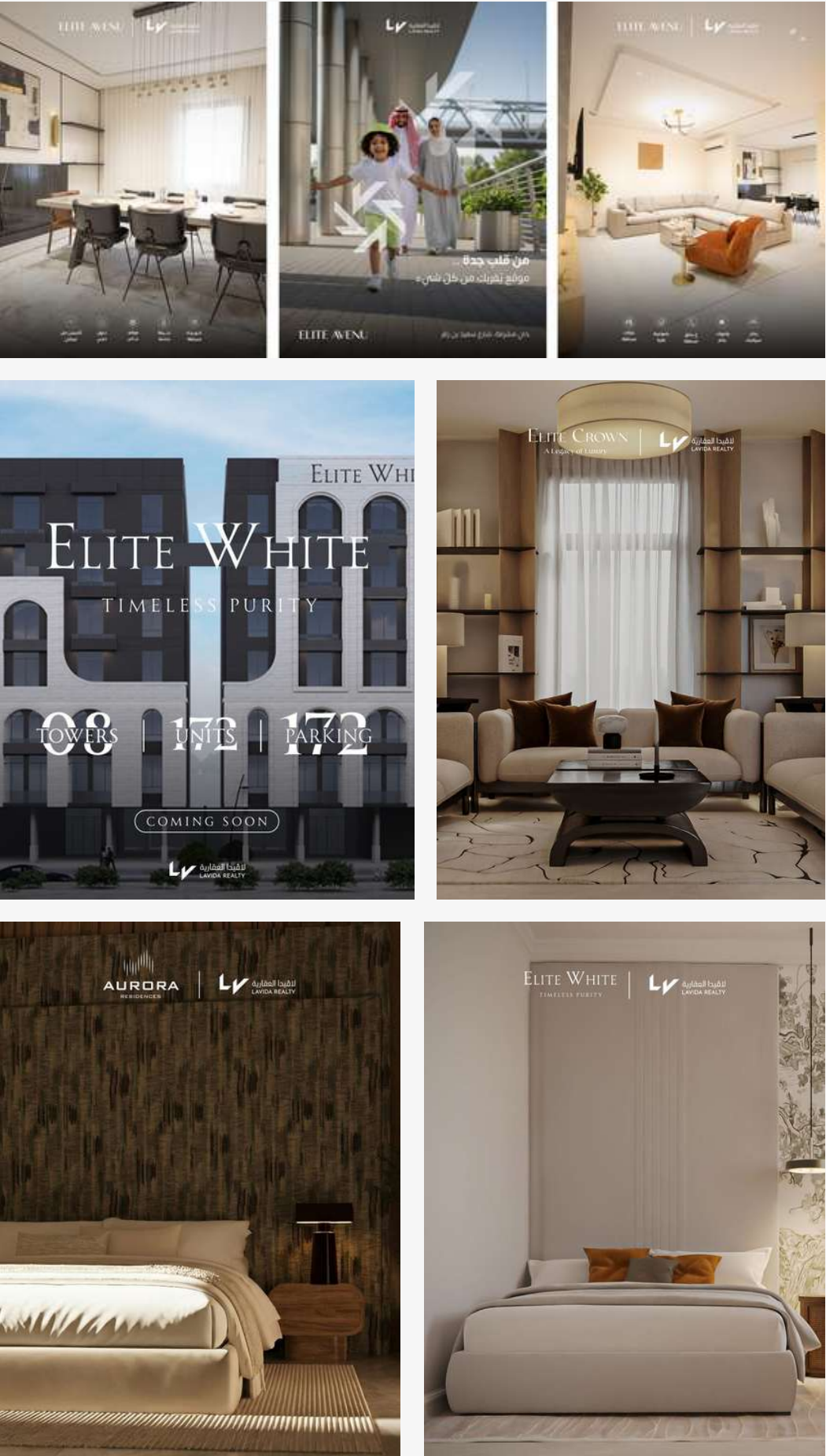
[46]

Lavida: interior editorial.



LAVIDA REALTY · INTERIOR AND FACADE POSTS

Interior frames from the Aurora, Elite Crown and Elite White launches, plus the Elite Avenue feed grid.



[47]

Riva Housing.

SOCIAL CAMPAIGN DESIGN

Real estate



[48]

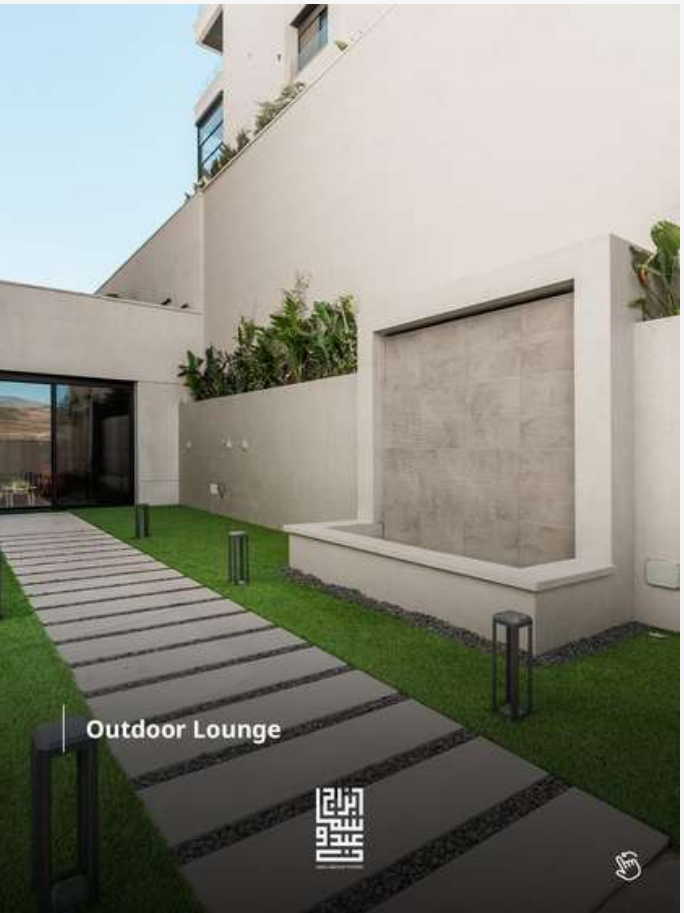
ERB Realty.



SOCIAL MEDIA DESIGN · REAL ESTATE

Waterfront and family imagery, a project post and the brand visuals, all closing on the ERB mark.





[49]

Sama Abdoun Towers.

REAL ESTATE · SOCIAL MEDIA DESIGN

Project and amenity posts for the Sama 6 residences: kitchen, bathroom, garden, pool, gym and play area.

[50]

Diamond Night.



REAL ESTATE · SOCIAL MEDIA DESIGN

Project, brand and teaser posts for a Jeddah developer, from the first launch to the “coming soon” series.



[51]

Miimz Tint.

BEAUTY

Product compositions and social identity

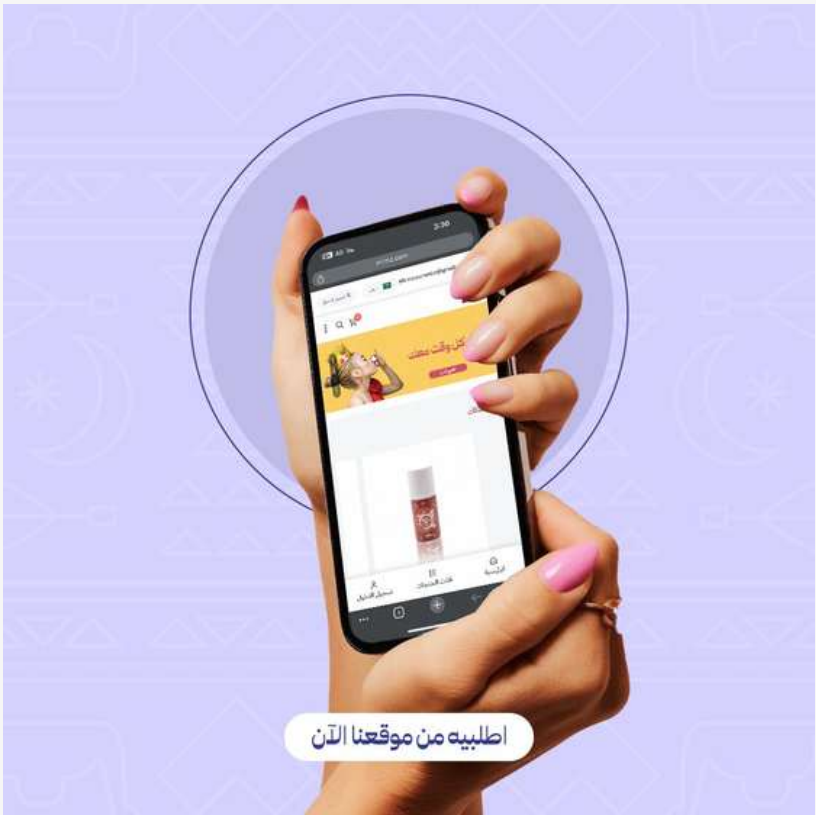


[51]

Miimz Tint.

MIIMZ TINT

Shade stories and everyday product use



[51]

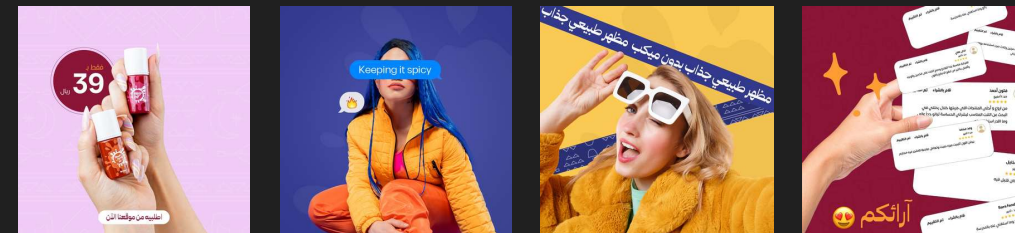
Miimz Tint: social posts.

MIIMZ TINT • SOCIAL POSTS

Colour-blocked post system for a strawberry lip tint and beauty accessories.

[51]

Miimz Tint: campaign posts.



MIIMZ TINT · CAMPAIGN AND EDUCATION

Campaign posts on colour grounds: why Miimz Tint, model portraits, a price post, review cards and a skincare-ingredients explainer.



[52]

Paulo.

APPAREL

Product-led social media

[53]
Tela.

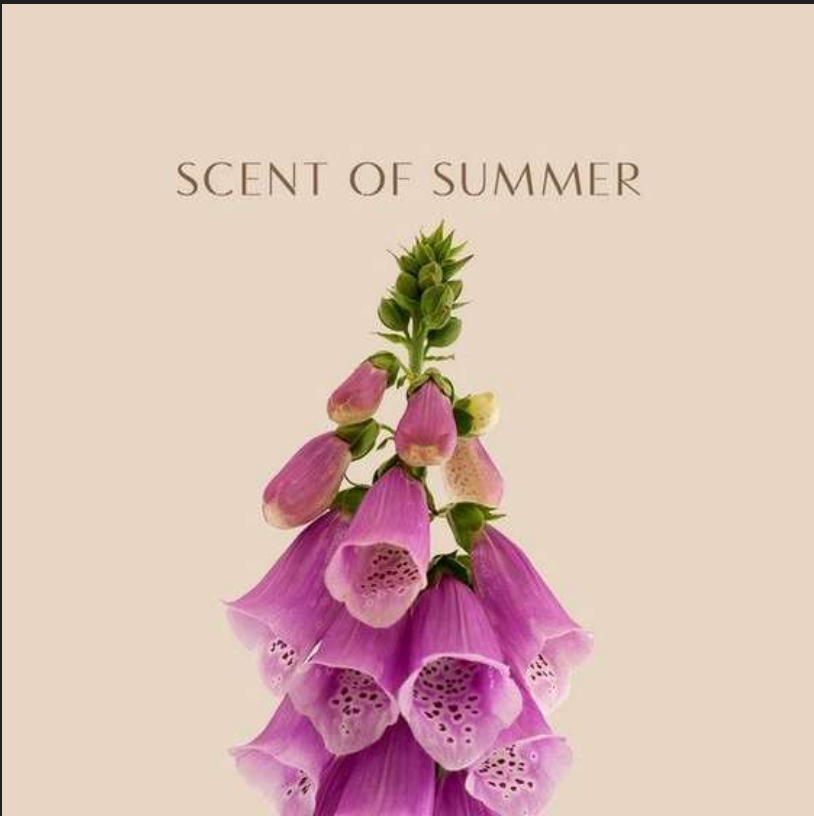
FASHION

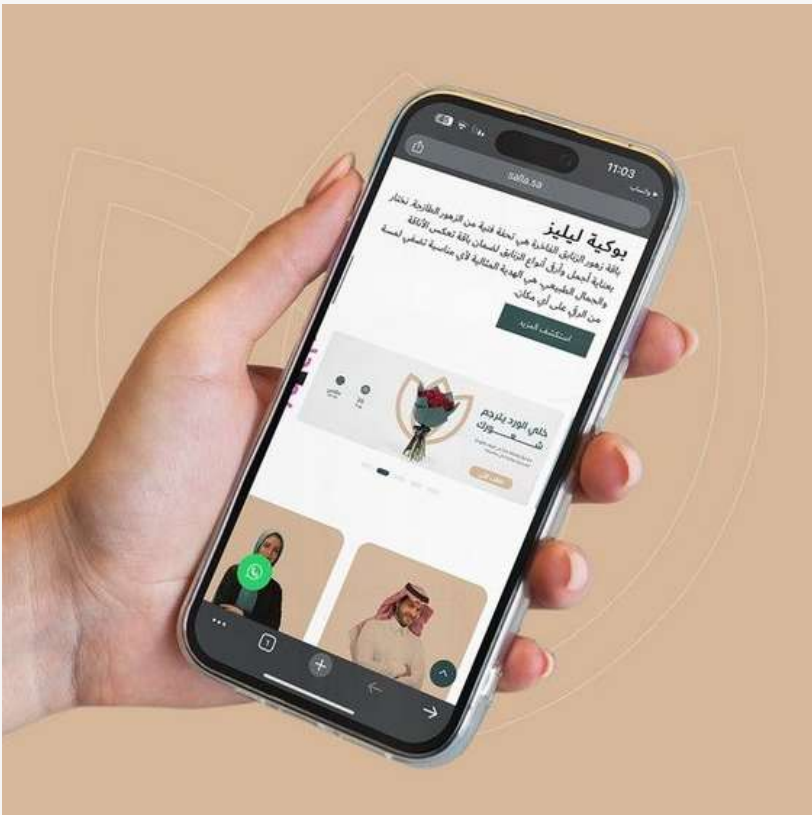
Visual identity and brand applications



[54]

Evi Design.





[55]

Ward Station.

SOCIAL MEDIA DESIGN

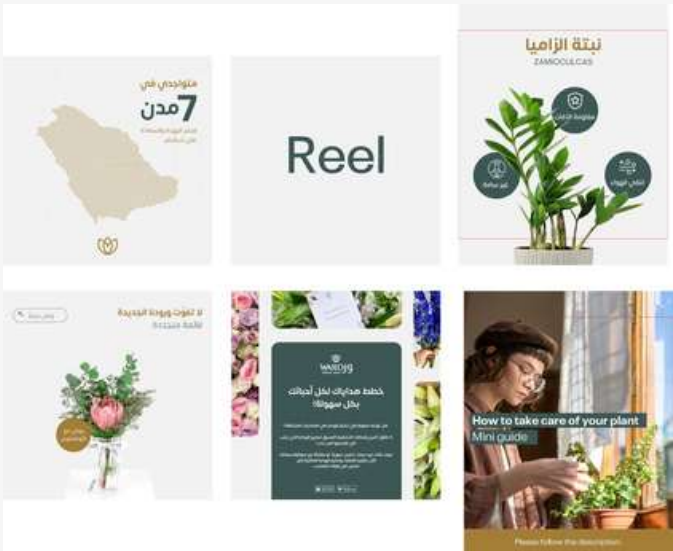
Retail · flowers and gifts

[55]

Ward Station: banners and feed.

WARD STATION · FLOWERS AND GIFTS

Feed grids and website banners for a flower and gift brand: discounts, gifting and seasonal days.



[56]

Click Toys.



1May

2

7

8

سيناريو مصروفات
يوم عادي

اسحب
>>

ريالأك
Riyalak

كل ريال محسوب!

تطبيق "ريالأك" يسجل كل مصروف أوتوماتيكيا ويعطيك نظرة واضحة على صرفك اليومي



ما تحتاج تدور وير راحت 25 ريال أمس!

الراتب يخلص بسرعة؟



ريالأك
Riyalak

وازن أكلك، واعرف كم برقر
أكلت هالشهر!



حمل التطبيق وتحكم في صرفياتك

App Store

Google Play

خل فلوسك "تدور" لصالحك
مو ضدك

01

خسر الإيرادات والمصروفات في تطبيق واحد

كل ريال تحت السيطرة

02

تصنيف المصروفات أوتوماتيكيا

لا تدور الفلورة، ريالأك هيكلها

03

متابعة صرف أفراد العائلة

المائلة تصرف؟ وإنت تلتاح

04

رؤية كاملة لحساباتك وتحليل التدفق المالي

كل حساب واضح وكل تدفق محسوب

05

تحليل المعاملات وتقديم توصيات مالية

الدكاء المالي صار أسهل من أي وقت

06

عرض تقارير شهرية وسنوية تفصيل

تعرف بالضبط كم صرفت على قهوة الشجر المانعي

جرب تطبيق "ريالأك" اليوم

وحلّ الميزانية تشتغل لصالحك

ريالأك
Riyalak

خرافة

مصاريفي بسيطة، ما تحتاج تنظيم!

حقيقة

المصاريف البسيطة هي اللي تضيع الراتب!

حمل التطبيق وتحكم في صرفياتك

App Store

Google Play

[57]

Riyalak.

SOCIAL MEDIA DESIGN

Finance application

2/6

كل ريال تعرف وين راح

يساعدك ريالاك على تسجيل وتتبع مصروفاتك اليومية بتصنيفات واضحة، علشان ما تضيع فلوسك بدون ما تحس.

3/6

خطط ميزانيتك الشهرية بسهولة

قسم دخلك على البنود اللي تهملك (أكل، مواصلات ترفيه...) وتابع التزامك بكل بند.

4/6

أهداف مالية ذكية

ريالاك يسمح لك تحدد أهداف توفير (سفر، طوارئ سيارة...) ويتابع تقدمك تلقائيًا.

5/6

تقارير واضحة ومفيدة

كل شهر، يعطيك التطبيق تقارير تسهل عليك معرفة وين تقدر تقلل مصاريفك وتحسن قراراتك.

6/6

الراتب خلص بسرعة؟

كل ريال محسوب!

استخدم الريالاك لتتبع كل مصروفاتك اليومية وتتأكد من إن الراتب خلص بسرعة.

7/6

كل حساباتك البليكة

في تطبيق واحد

تتبع كل حساباتك البليكة في تطبيق واحد.

8/6

حل فلوسك "تدور" لصالحك

مو ضدك

تتبع كل فلوسك وتتحكم في مصروفاتك.

9/6

شارك مع أصدقائك

في تطبيق

شارك مع أصدقائك في تطبيق الريالاك.

10/6

وازر أكلك، واعرف كم برقر

أكلت هالشهر!

تتبع كل أكلتك وتعرف كم برقر.

11/6

شارك مع أصدقائك

في تطبيق

شارك مع أصدقائك في تطبيق الريالاك.

12/6

شارك مع أصدقائك

في تطبيق

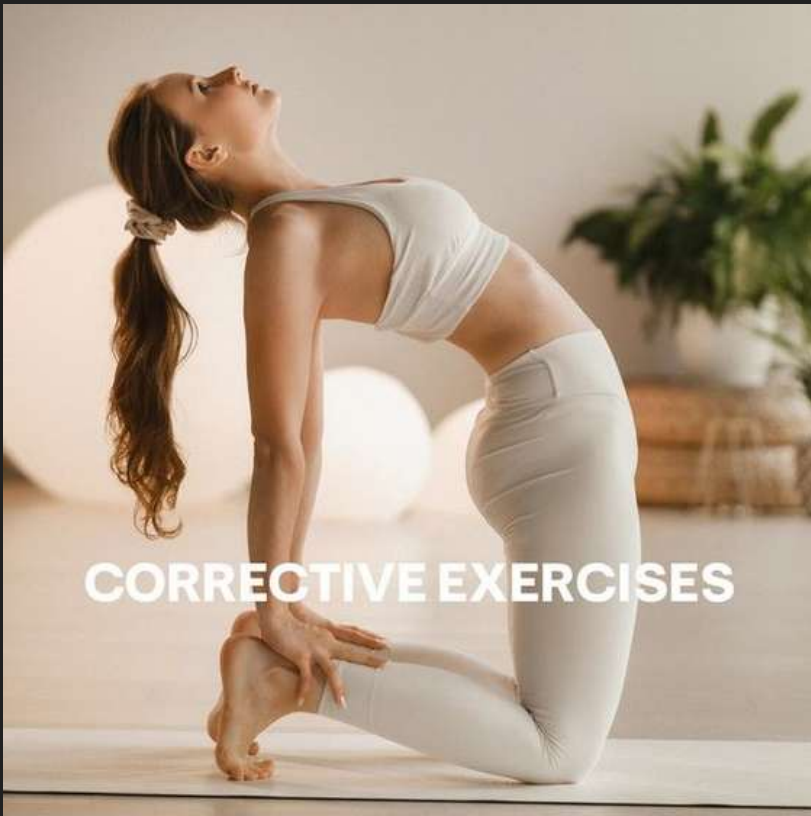
شارك مع أصدقائك في تطبيق الريالاك.

[57]

Riyalak: more posts.

RIYALAK • SOCIAL MEDIA

Carousels and feed grids explaining budgeting, savings goals and monthly reports inside the app.



[58]

Coach Tahani.



SOCIAL MEDIA DESIGN

Fitness



[59]

Infuse.

SPORTS CONTENT PLATFORM · RECRUITMENT POSTERS

Black posters with neon-lime streaks calling for sports content creators.

[60]

Fuel.

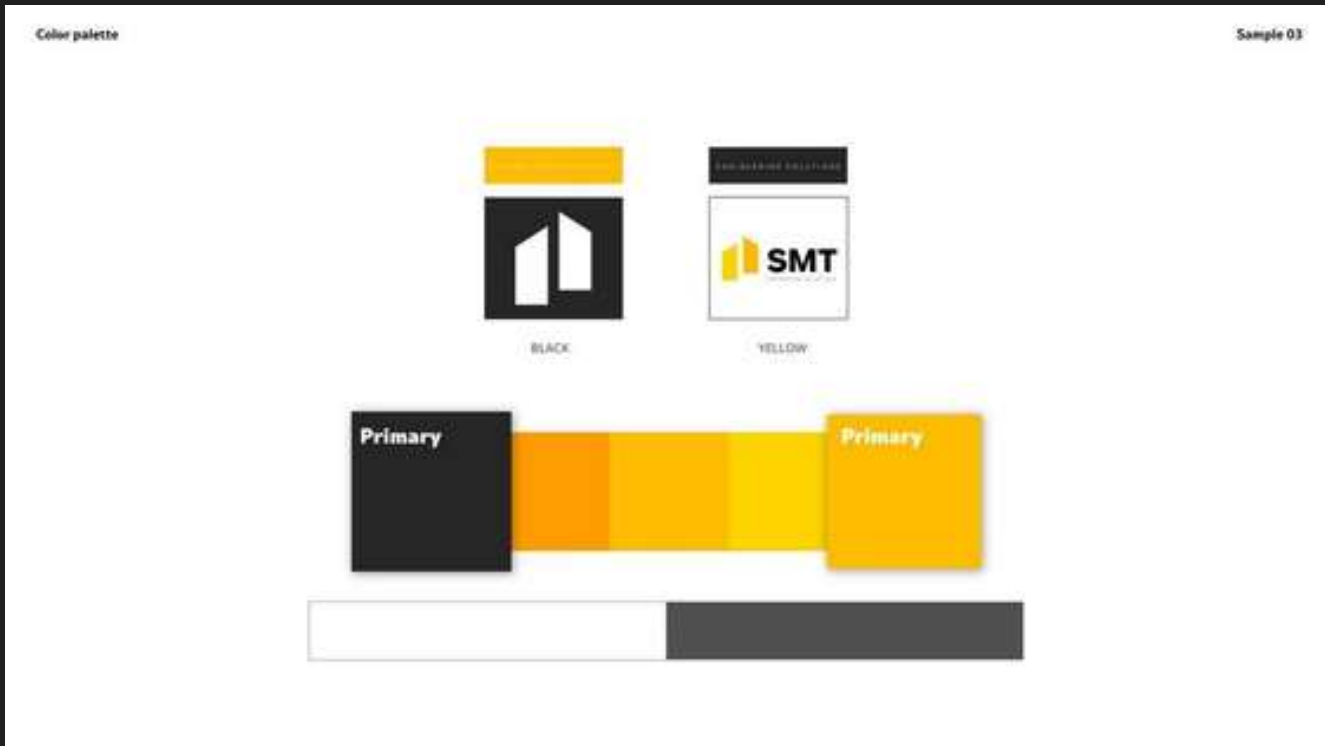
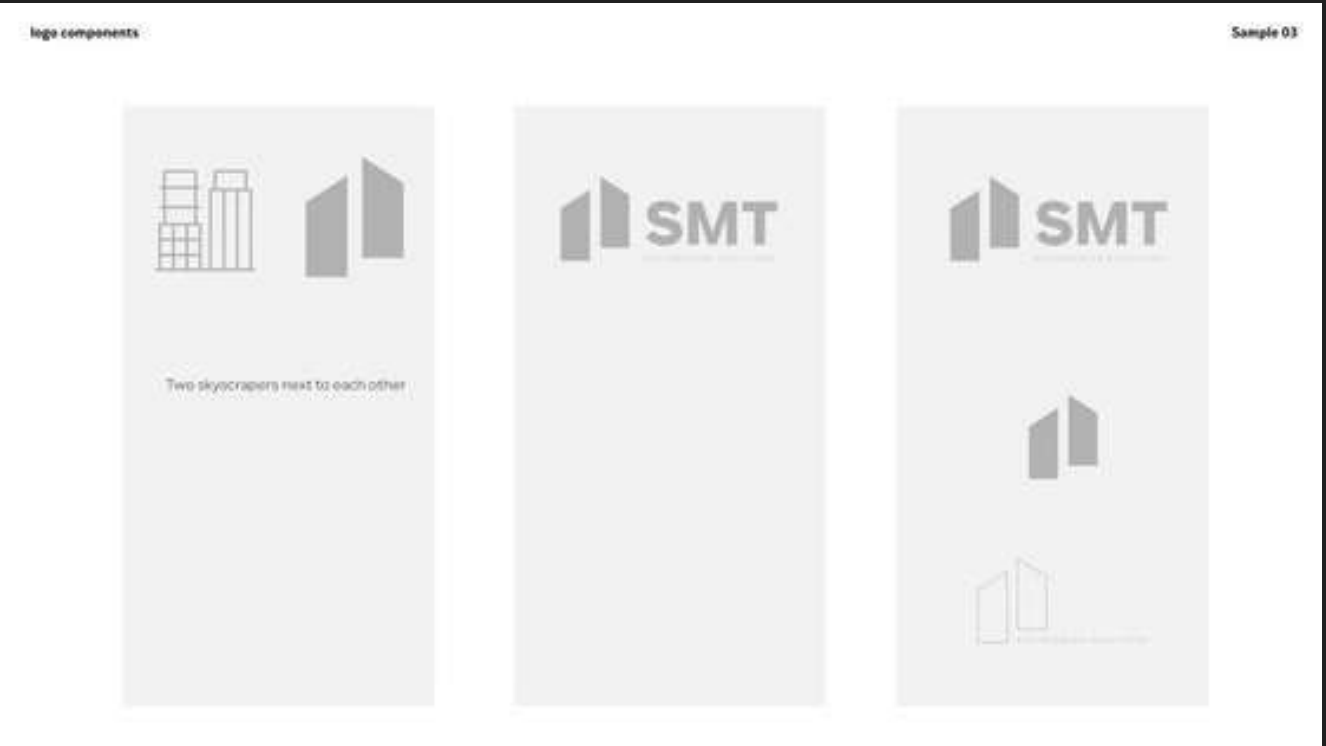
AGENCY BRAND IDENTITY · NEW IDENTITY

New identity for the agency: the looped F mark, business cards, Instagram highlight covers and the “Fuel it. Reach it.” line.



[61]
SMT.

ENGINEERING
Logo and identity concept

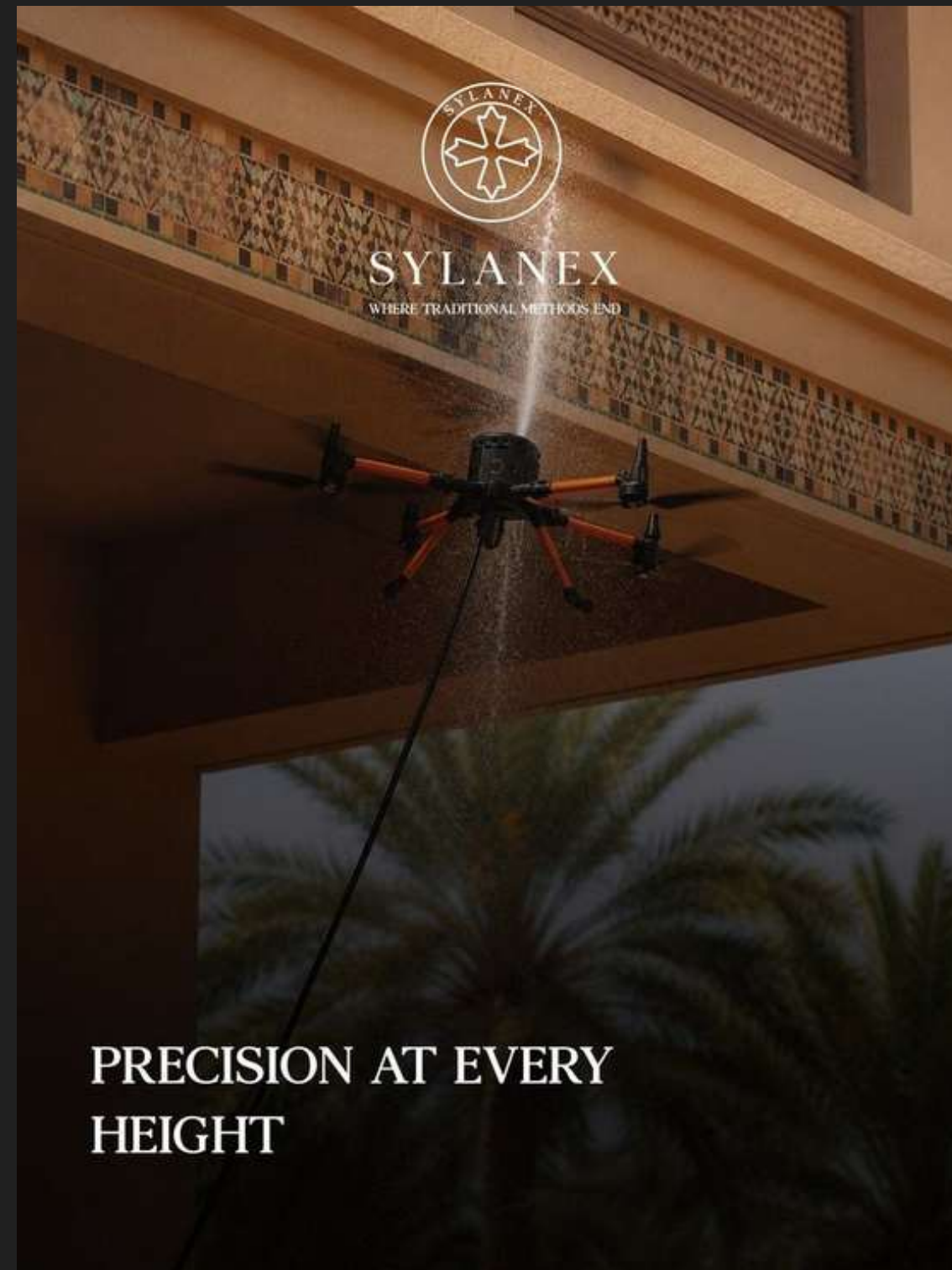


[62]

SYLANEX.

SPECIALIST SERVICES

Company profile design



[63]

VIVERE.

DESIGN & CONSTRUCTION

Logo concept



[63]

VIVERE: additional logo routes.



Additional route · not adopted



Additional route · not adopted



Additional route · not adopted



Additional route · not adopted

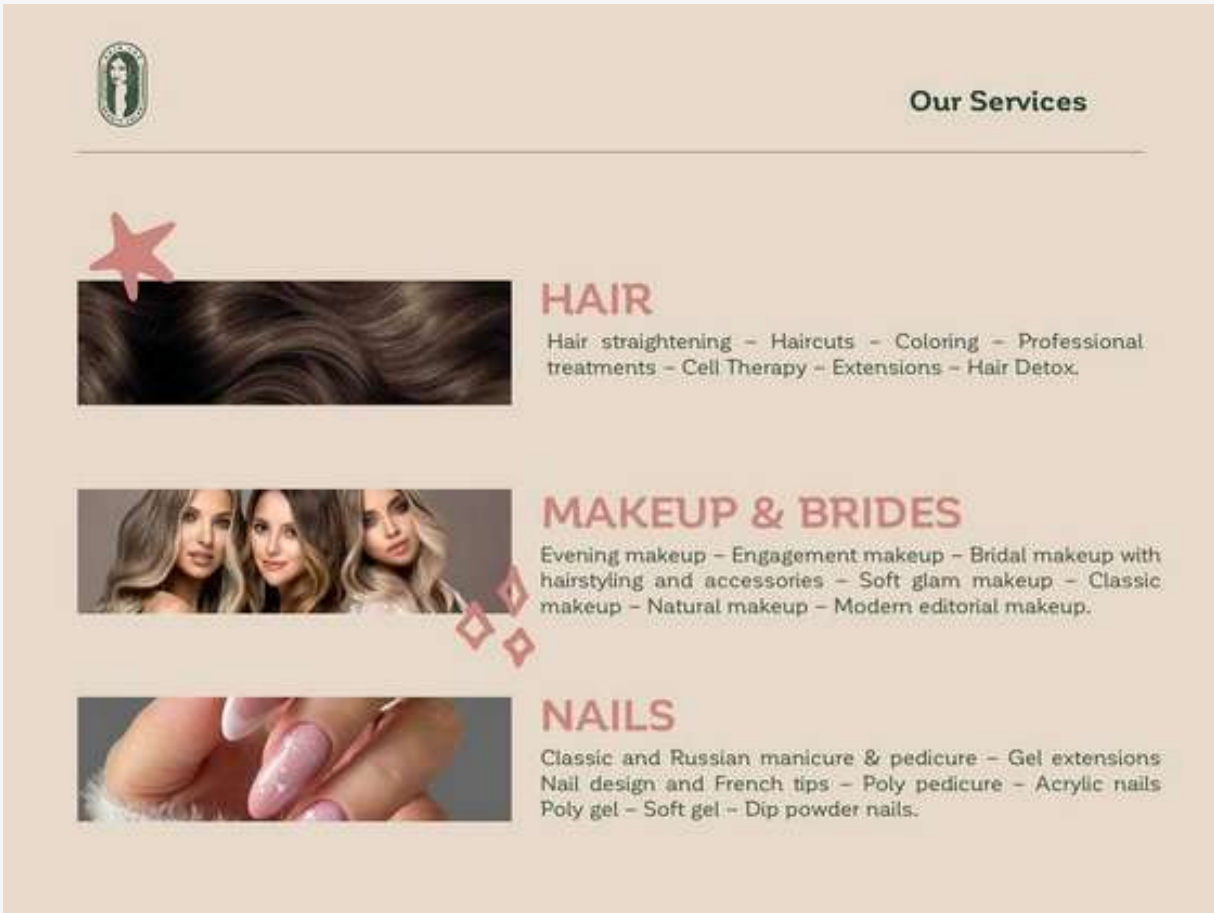
VIVERE · OPTIONS NOT ADOPTED

Extra routes presented to the client alongside the final identity: a yellow enclosed-frame mark and a blue roof mark. Neither was adopted.



[64]

Hair & Make-up Lab.





Why Us

Why Choose HAIR & Make-up LAB

At HAIR LAB, we go beyond beauty services we create an experience.

Here's why our clients choose us as their trusted beauty destination :



INNOVATION

[64]

Hair & Make-up Lab: the slides.



Innovation



Exclusive HAIR LAB Brush

Innovation is at the heart of everything we do and our very first HAIR LAB brush is a true example of passion and dedication. After 15 months of research, planning and design, we proudly present a brush created with love and crafted to meet the needs of every hair type.

This unique brush is made from natural silicone and bamboo, offering 95% less hair fall, smooth and effortless detangling, and the ability to safely brush wet hair without damage. Gentle on the scalp, suitable for all hair types and extensions.

It's not just a tool but a new experience in hair care.



From Jeddah to Cairo



Address:
42 Syria Street – Mohandessah – Cairo

Phone Numbers:
00212759025 - 01090009609 - 233375543

Social Media:
Instagram, TaTok, Snapchat: Hairlab.eg



HAIR & MAKE-UP LAB · COMPANY PROFILE

Why Us, Innovation, the exclusive hair brush and the Jeddah-to-Cairo launch slide.



[65]

World of Innovation.

REAL ESTATE

Company profile and project presentation

[66]

Sensation Events & SKOF.

EVENTS & ENTERTAINMENT

Brand presentation and poster design



[67]

UBG.

EVENTS MANAGEMENT & PRODUCTION

WE SEE THE WORK. YOU SEE THE EVENT.

Carousel campaigns and brand content for UBG (Unify), an events management and production company working across Saudi Arabia and the UAE: one dark, cinematic system with a single orange accent.

SAUDI ARABIA & UAE



[67]

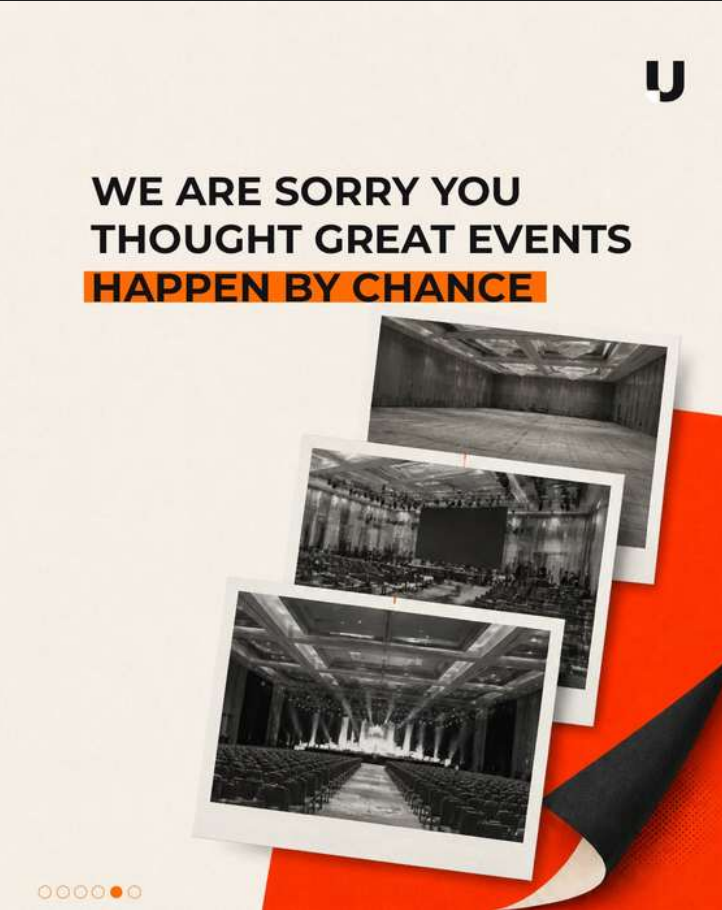
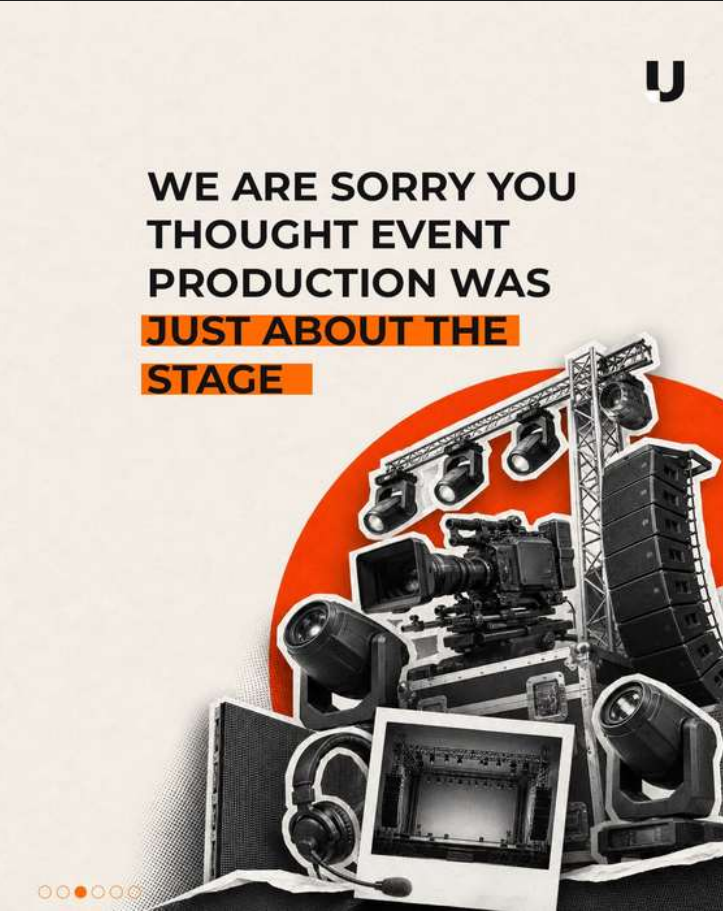
UBG: what we see vs what you see.



UBG. • CAROUSEL CAMPAIGN

A nine-slide carousel that pairs each finished event with the build behind it.



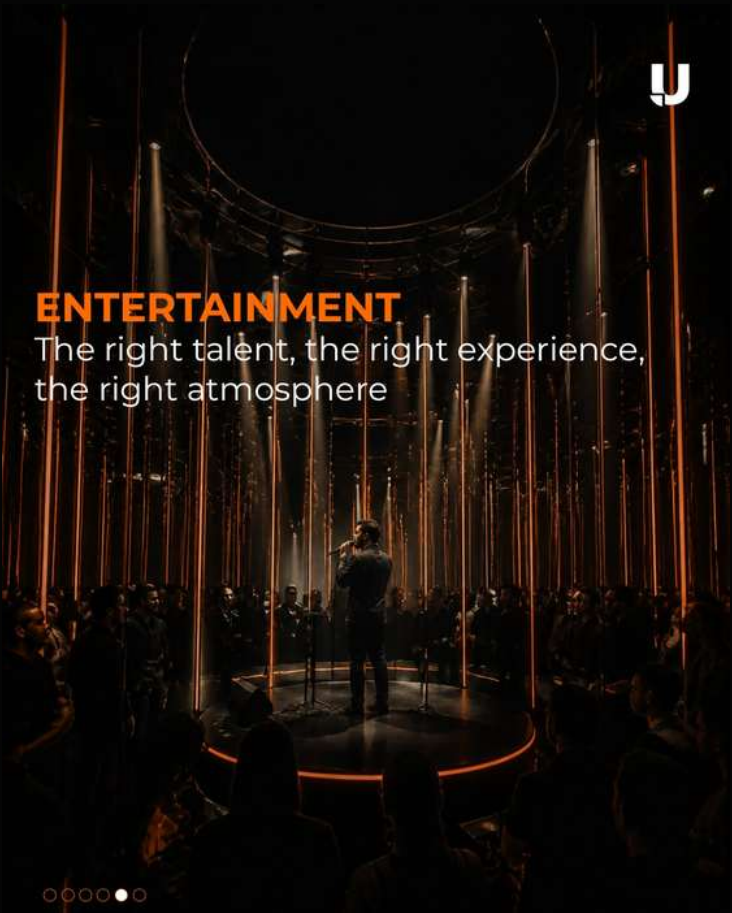


[67]

UBG: we are sorry.

UBG. . CAROUSEL CAMPAIGN

“We are sorry you thought...” A tongue-in-cheek carousel that corrects what people assume events companies do.

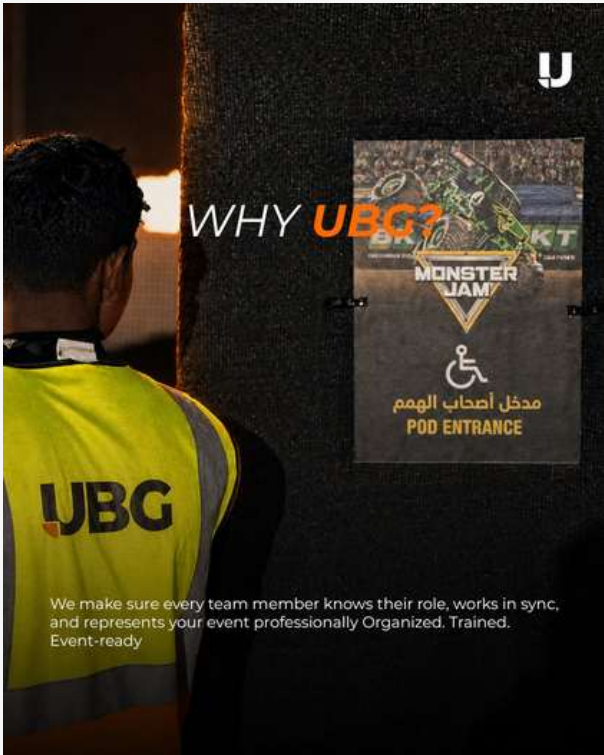


[67]

UBG: solutions.

UBG. . SERVICE CAROUSEL

Exhibitions, events, conferences, entertainment and festivals, closing on “one partner”.



[67]

UBG: manpower and production.

UBG . SERVICE POSTS

Manpower, event planning and live-production posts built on real on-site photography.

UBG

WHO WE ARE

UBG, events management company bringing people, ideas & experiences together across Saudi Arabia & UAE

WHAT WE DO

We plan, coordinate, and produce events aligning talents, venues, teams, & technical elements for a seamless experience

OUR SERVICES

- Exhibitions
- Events
- Conferences
- Entertainment
- Festivals

OUR CLIENTS

GET IN TOUCH

unifybz.com | info@unifybz.com
+966542882944 | +114801289

WHEREVER THE EVENT TAKES YOU

From intimate indoor gatherings to large-scale outdoor experiences

WE MAKE IT HAPPEN

[67]
UBG: who we are.

UBG . COMPANY CAROUSEL
Who we are, what we do, services, clients and contact in a black-and-white collage system.

[67]

UBG: campaign moments.

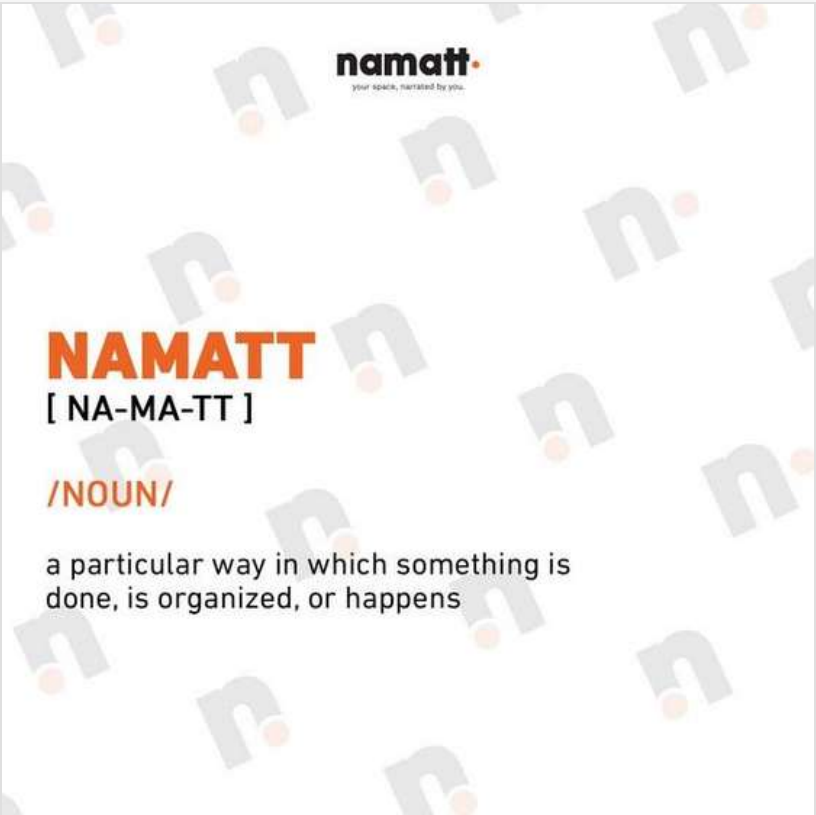
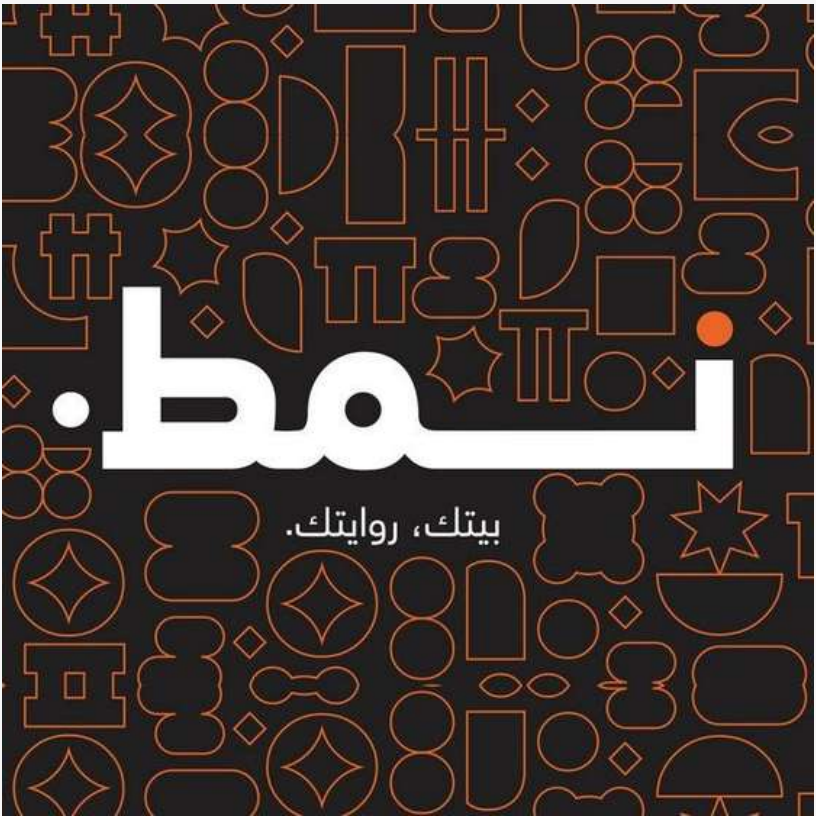
UBG. · POSTERS AND SINGLE POSTS

Brand poster, a listening-first post, an Unify comparison post and a National Day greeting.



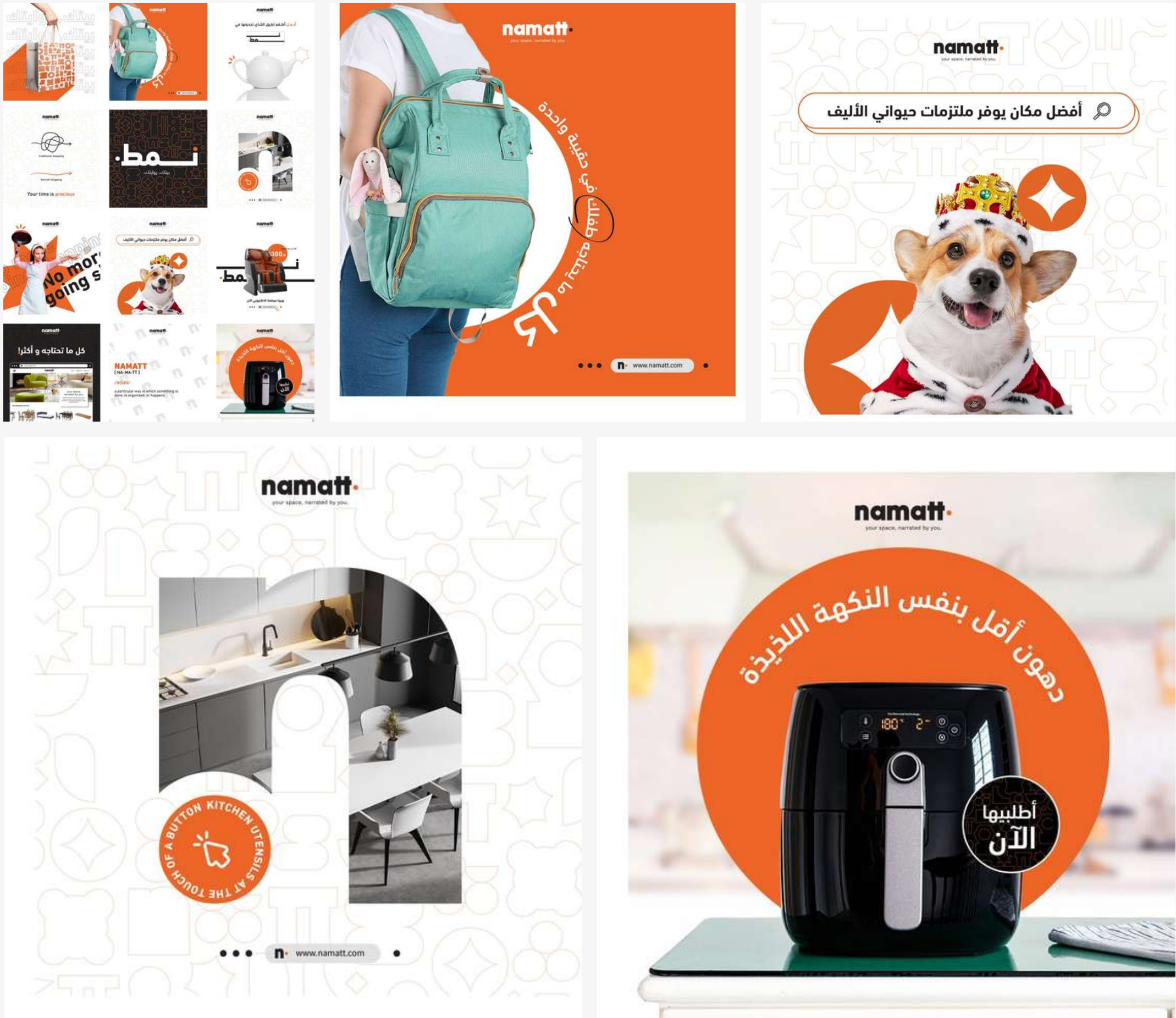
[68]

NAMATT.



HOMEWARE & RETAIL

E-commerce social media



[68]
NAMATT:
more posts.

NAMATT · E-COMMERCE SOCIAL MEDIA

Orange and black posts for kitchen, backpack and air-fryer products, plus the full feed grid.

[69]

Black Muse.

PHOTOLAB & BINDERY

ONE MARK. FROM POSTER TO PACKAGING.



Campaign posters, seasonal stories, a logo system and material photography for Black Muse, a photolab and bindery.

JEDDAH, SAUDI ARABIA



[69]

Black Muse: campaign posters.

BLACK MUSE. · CAMPAIGN POSTERS

A portrait poster, a Flag Day story and an Eid story sharing one logo lockup.



[69]

Black Muse: print and packaging.

BLACK MUSE. • PRINT AND PACKAGING

A print campaign and a velvet-lined presentation box.

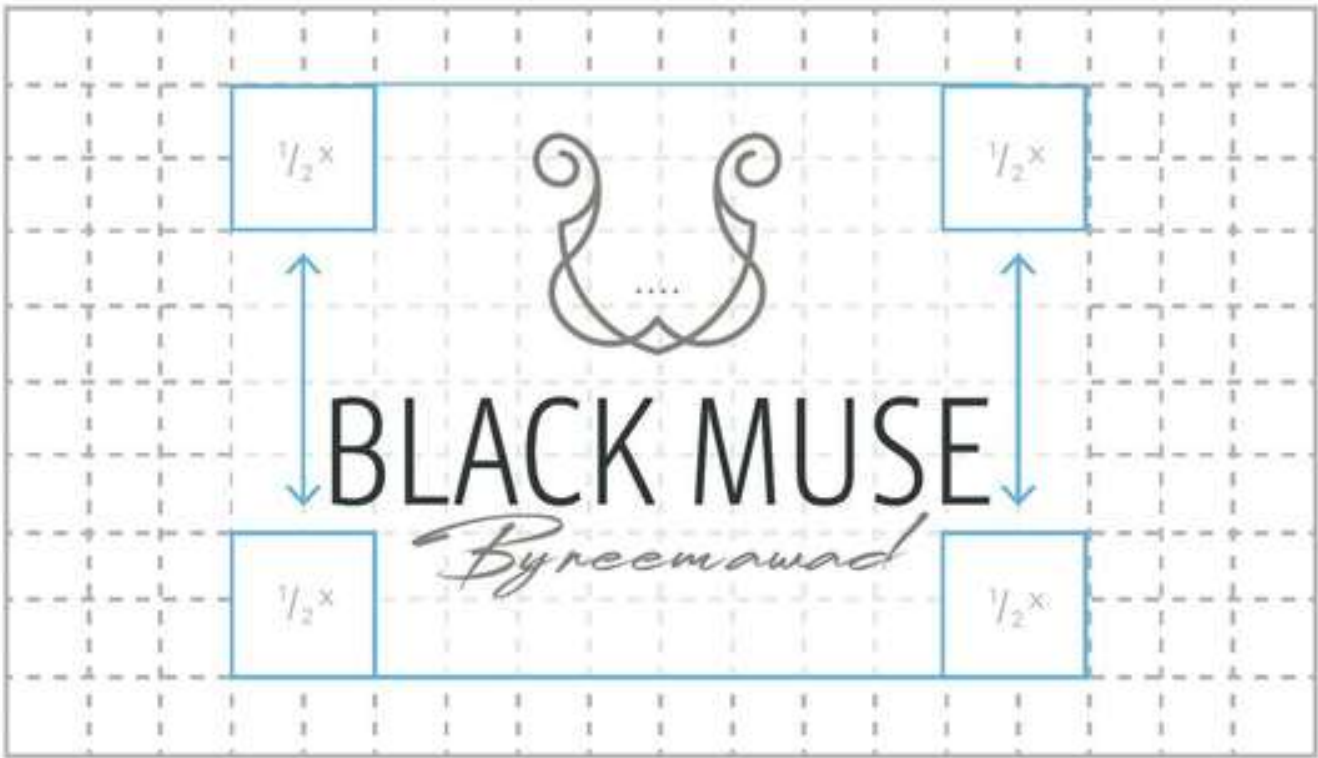


[69]

Black Muse: logo system.

BLACK MUSE. · BRAND SYSTEM

Logo construction, clearspace and colour variations.



[69]

Black Muse: the material story.



BLACK MUSE. · MATERIAL PHOTOGRAPHY

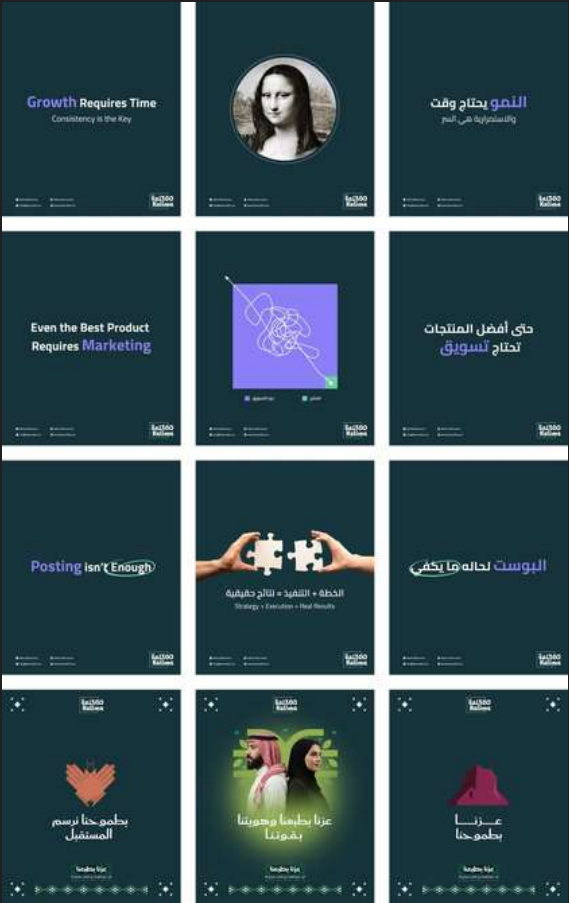
Linen, leather and suede finishes on
bound boxes and swatch books.





[70]

Bottom Line.



BUSINESS CONSULTANCY
Social media design



[71]

Saudi Olympians Association.

SPORTS COMMUNICATIONS · SOCIAL MEDIA DESIGN

Milano Cortina 2026 series for the Saudi Olympians Association: first Arab participation, opening ceremony, athlete profiles and result posts.



Saudi Olympians: Winter Olympics.

Sport explainers, the history of winter sports, athlete announcements and the Pernilla Wiberg election post.

[71]

Saudi Olympians: everyday posts.

SAUDI OLYMPIANS ASSOCIATION · SOCIAL MEDIA DESIGN

The “On This Day” series, Saudi Flag Day and the Arafah post.





حدث في مثل هذا اليوم قبل

سنة 17

فيلبس يكتب التاريخ بذهبيته الثامنة

مايكل فيلبس، السباح الذي تجاوز رقم سبتر في دورة واحدة.

اختتم فيلبس بكين 2008 بذهبية 100×4م، متنوع مع المنتخب الأمريكي بزمين قياسي عالمي 3:29.34 كانت الذهبية الثامنة له في نفس الدورة، إنجاز غير مسبوق!





حدث في مثل هذا اليوم قبل

سنة 48

أول درجة مثالية 10.00 في تاريخ الألعاب الأولمبية

ناديا كومانيتشي

الطفلة التي غيرت الجمار إلى الأبد

في دورة الألعاب الأولمبية الصيفية لعام 1976، التي أقيمت في مدينة مونتريال الكندية دخلت اللاعبة الرومانية **ناديا كومانيتشي** التاريخ من أوسع أبوابه حين أصبحت في عمر 14 سنة أول من يحصل على الدرجة الكاملة 10.00 في منافسات الجمار، كمال أدائها على جهاز المتوازي.





حدث في مثل هذا اليوم قبل

سنة 28

أول ميدالية ذهبية جزائرية في سباق 1500م الألعاب الأولمبية

"1500 متر من السرعة والدهاء .. بزمين ذهبي لا ينسى!"

في أولمبياد أثينا 1996، حقق العداء الجزائري **نور الدين مرسلني** ذهبية سباق 1500م، مؤكدا هيمنته على السباق لسنوات، إنجاز يرتبط اسمه كأحد أعظم العدائين، وأهم الأبطال العرب بخلع الذهب الأولمبي.





حدث في مثل هذا اليوم قبل

سنة 64

الخميس القاتم في أولمبياد روما 1960

شهدت ألعاب القوى الأمريكية واحدة من أكثر اللحظات صدمة في تاريخها، حيث خسر أبرز نجومها في سباقات السرعة والوثب العالي بشكل مفاجئ، وسط دهشة الجماهير في الاستاد الأولمبي.

في 1 سبتمبر 1960، حلت العداء الأمريكي راى نورتن بالمركز الأخير في نهائي 100 متر رغم أنه كان المرشح الأول، فيما اكتفى بطل العالم جون توماس بالميدالية البرونزية في الوثب العالي. هذا اليوم عُرف لاحقاً باسم "الخميس القاتم" في الصحافة الأمريكية.

11 مارس

وأرفع الخفاق أخضر







لا إله إلا الله وحده لا شريك له
له الملك وله الحمد وهو على كل شيء قدير

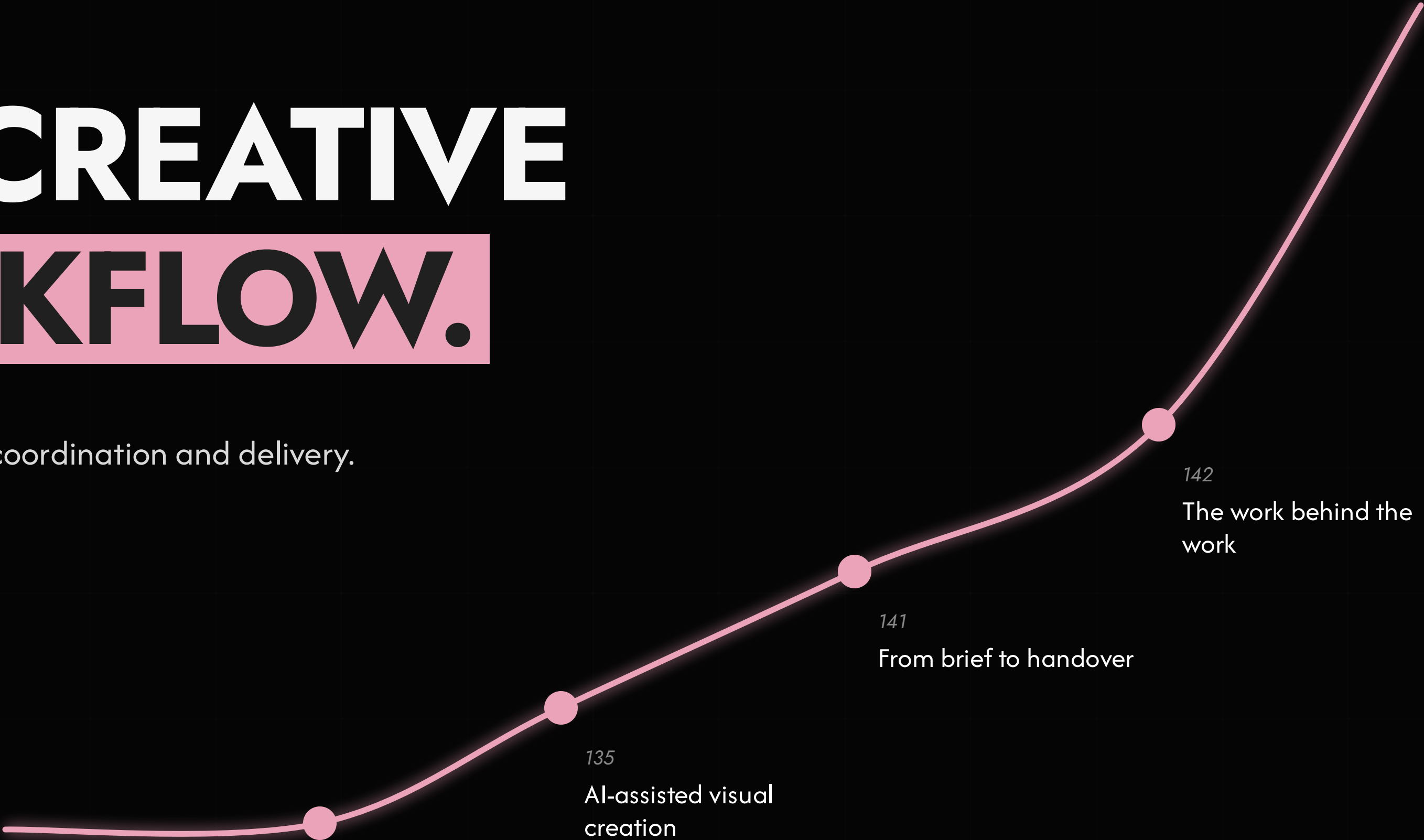




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AI & CREATIVE WORKFLOW.

Visual creation, project coordination and delivery.



[72]

AI-assisted visual creation.

CAMPAIGN IMAGERY

Architecture, interiors and lifestyle scenes directed with AI for real estate campaigns.



[72]

AI: concept visuals.



AI-ASSISTED VISUAL CREATION. • CONCEPT SERIES

Concept images: a doorway into the desert, a body sculpted from bricks, a grocery comparison, a seedling through concrete and a plan-to-model still life.

[72]

AI: Saudi heritage and real estate.



AI-ASSISTED VISUAL CREATION. · HERITAGE AND ARCHITECTURE

Heritage portraits in Najdi settings and night-lit residential renders used as campaign visuals.

[72]

AI: real estate lifestyle.

AI-ASSISTED VISUAL CREATION. · AI CAMPAIGN IMAGERY

Sales-centre, family and interior scenes directed with AI to carry Lavida's launch and offer campaigns.



[72]

AI: fitness after dark.



AI-ASSISTED VISUAL CREATION. · FITNESS SERIES

A dark, wet-street series of runners and gym athletes with a lime accent.

[72]

AI: gym and meal-prep still life.

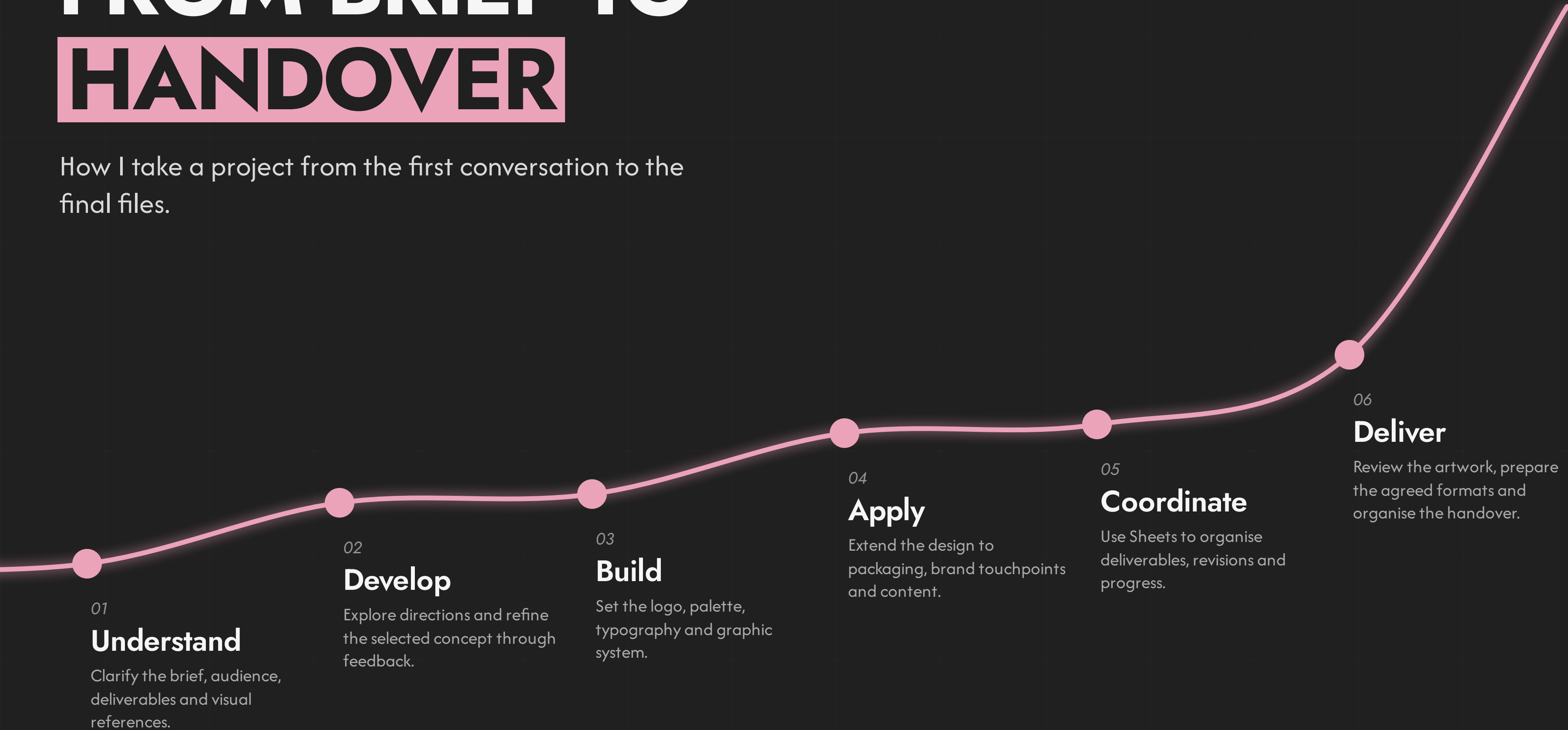
AI-ASSISTED VISUAL CREATION. · STILL LIFE

Gym flat-lays, car interiors and meal-prep hands for supplement and meal-plan brands.



FROM BRIEF TO HANDOVER

How I take a project from the first conversation to the final files.



THE WORK BEHIND THE WORK.



The creative work needs a clear system behind it.

SHEETS, PROJECT TRACKING AND DAY-TO-DAY CREATIVE COORDINATION

-
- 01

Deliverables & timelines

Track the requested artwork, formats, deadlines and handover status.
-
- 02

Content coordination

Organise post topics, campaign assets and publishing requirements.
-
- 03

Feedback & revisions

Keep client comments, revision rounds and file versions organised.
-
- 04

Production & handover

Prepare files for the agreed digital and print uses, with clear folder and naming.
-



**NO TWO
BRANDS
ARE THE SAME,
AND NEITHER
ARE THEIR
SYSTEMS.**

WHAT I CAN BUILD FOR YOUR BRAND.

01 /

Identity systems

Logos, colour, typography and guidelines built to be applied.

02 /

Packaging & print

Packaging artwork, dielines, brochures and company profiles.

03 /

Campaigns & social

Campaign ideas, feed systems and daily content in Arabic and English.

04 /

AI-assisted visuals

Concept imagery and production support, directed to fit the brand.



Bring me your brief. I'll build the system.

Abdullah Al-Fayez

Graphic Designer · Based in Jordan, working worldwide

Branding, campaigns and social media, in Arabic and English



@gd.iab

View more work on Instagram

