

BRAND IDENTITY PRESENTATION



Design by Migdadi

Independent Brand Identity Designer · Jordan

Designed with purpose. Built for impact.

Design by Migdadi is built on strategy and clarity. Every detail supports a visual identity that feels simple, memorable, and made to last.

.صُمم بهدف. وبُنِي ليصنع أثرًا

.براند شخصي يقوم على الاستراتيجية والوضوح وبناء هويات بصرية ذات معنى

06+

**YEARS IN BRANDING
AND VISUAL IDENTITY**

Anas Migdadi is a Jordan-based brand identity designer working across branding, creative direction, institutional projects, and events.

The practice combines independent attention with the structure and consistency expected from a professional studio.



A focused identity practice for businesses and institutions that need clarity before expression.

AUDIENCE

Founders, growing businesses, institutions, and event-led brands.

DIFFERENCE

Strategic thinking becomes a practical visual system, not a disconnected set of assets.

PROMISE

Clear decisions, consistent execution, and an identity designed to endure.

PURPOSE

Every choice begins with the reason the brand exists.

CLARITY

Complex ideas become direct, usable communication.

SYSTEM

Every element works with the others across real applications.

IMPACT

The identity stays recognizable and useful over time.



Design by Migdadi

Brand Identity Designer

OFFICIAL NAME

Design by Migdadi

SHORT MARK

AM

NAME STANDARD

Always use spaces: Design by Migdadi

**A****Anas****M****Migdadi**

ONE FORM

The monogram reads as one continuous structure before the letters reveal themselves.

08 Logo construction

A geometric base that becomes part of the brand language.

01 Shared structure

02 Forward movement

03 Rounded confidence



Construction lines can continue into layouts, transitions, and motion.

Logo system

PRIMARY



Master lockup

AM symbol with the official name set as Design by Migdadi.

SECONDARY



Symbol only

For small digital spaces and established brand recognition.

MONOCHROME



Single color

For stamps, production constraints, and one-color applications.

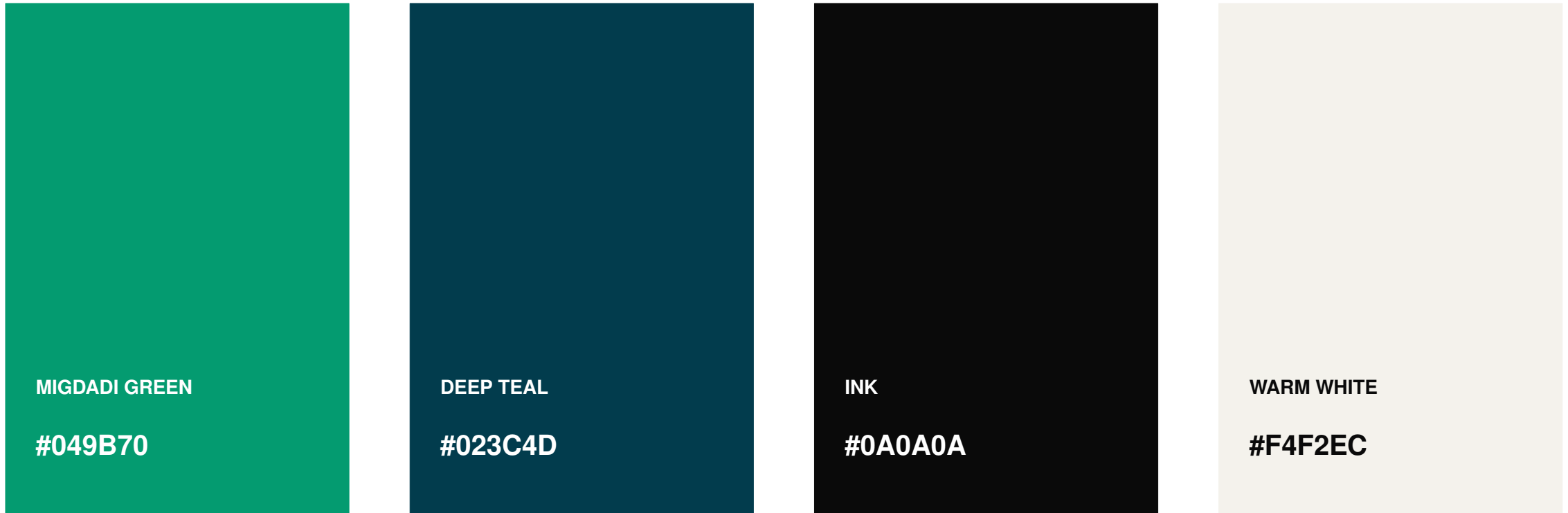
REVERSED



Reversed

For deep backgrounds with strong contrast.

Color system



Production CMYK and Pantone references will follow print proofing.

11 Typography direction

Aa

CLEAR
CONFIDENT
FUNCTIONAL

English direction

A contemporary neo-grotesk family with a broad weight range.

Arabic direction

خط عربي حديث يحافظ على الوضوح والتوازن مع
الخط اللاتيني.

Final font selection will include licensing and Arabic pairing tests.

GRID

FORM

SPACE

Construction lines move beyond the technical page. They guide framing, alignment, image crops, and transitions across the identity.



13 Motion and photography

MOTION

- 01 Construction lines appear
- 02 Elements assemble with purpose
- 03 The final mark resolves cleanly

PHOTOGRAPHY

- Light** Soft directional studio light
- Wardrobe** Black, white, forest, neutral earth
- Framing** Editorial crops with active negative space
- Subjects** Portraits, working moments, and design details



Launch priorities

MUST HAVE

Logo system
Color and typography
Brand guidelines
Portfolio case studies
Proposal, contract, invoice
Email signature

SHOULD HAVE

Logo motion
Social templates
Service guide
Landing page
Photography session

LATER

Printed merchandise
Extended applications
Digital products
Template products

The 30-day launch stays focused on the system clients will see and use.

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