

Welcome to my Portfolio!

# I'm Mohamed Momtaz

STRATEGIC BRAND IDENTITY DESIGNER





## About Me

I'm Mohamed Momtaz, a Multi-skilled Strategic Logo & Brand Identity Designer, and Arabic Calligrapher with over 5 years of experience helping businesses build memorable and impactful brands. My expertise lies in crafting strategic visual identities that not only look great but also drive results by aligning with your business objectives. With a deep understanding of Arabic calligraphy, I also bring cultural authenticity and artistic finesse to my designs, offering unique solutions tailored to your vision and business goals.

**MY WORKS**



# Milestones Achieved

(Proven Success By Numbers)

**+110  
Clients**

on Upwork,  
Khamsat & Mostaqi

**+250  
Projects**

Completed  
around the World

**+5  
Years**

of Freelance  
Experiences



# Featured Clients

(Some of my Success Partners)





# Featured Clients

(Vol.2)



STR

ATE

GIES

First Section

# BRAND STRATEGIES

In my role as a Brand Strategist, I specialize in crafting unique, comprehensive brand identities that resonate with target audiences and drive business growth based on real data.

SWIPE





## Core Values

Goal-Oriented

Honesty

Client Education

Sustainability

### 01 Highlight

Highlight READ as a versatile and reliable partner for businesses looking to innovate and grow.

02

### Emphasize

Emphasize the company's expertise in AI and web applications, aligning with market demand.

03

### Promote

Promote READ's holistic approach, integrating recruitment, branding, and development services under one roof.

## Agenda

- Brand Overview
- Brand Story
- Services Overview
- Target Audience
- Growth Goals
- Core Values
- Unique Selling Proposition
- Competitors List
- Core Concept

- Mainstream Channels
- Brand Positioning
- Customer Experience
- Customer Journey
- SWOT Analysis
- Visual Identity
- Brand Personality
- Tone of Voice
- Strategy Uses

Comprehensive Brand Strategy Presentation

# READ Brand Strategy

By Mohamed Momtaz - July 2024 ©

## Brand Offers

AI Solutions

USP

Web Applications

## Customer Journey

02

Consideration Stage

01

Awareness Stage

03

Decision Stage

## Brand Personality

Contemporary

Complex

Authoritative

Elite







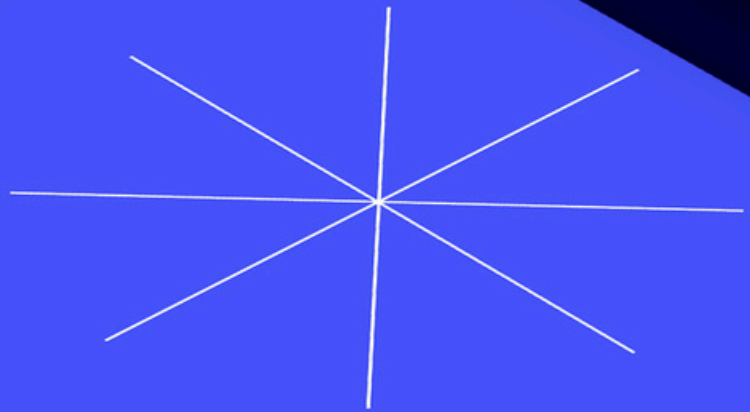
**GreatOne** refers to an all-in-one store providing all customers' needs in one place with affordable prices.

**"All-in-One"**  
The Brand Core Concept defines GreatOne's branding & marketing efforts, ensuring consistent

### Short-Term Goals

By focusing on them, GreatOne can strengthen its market presence, enhance customer satisfaction, and build a solid foundation for long-term growth.

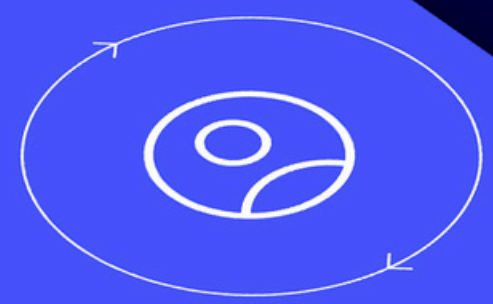
- **Awareness**  
Increase brand visibility and reach through targeted marketing campaigns.
- **Brand Positioning**  
Establish GreatOne as a trusted, affordable digital subscriptions and services provider.
- **Brand Equity**  
Build strong brand value by consistently delivering quality products and services.
- **Brand Loyalty**  
Foster customer loyalty through personalized offers, excellent delivery, and customer-centric support.



Fully Comprehensive

## GreatOne Brand Strategy

By Mohamed Momtaz -2024 ©



user-friendly experience, responsive support, aiming for customer satisfaction and loyalty.

to establish a competitive

### Competitors List

Understanding competitors helps to identify market gaps & differentiate Greatone offerings.



IDE  
NTI  
TIES

Second Section

# BRAND IDENTITIES

My workflow focuses on creating compelling and memorable brand identities that encapsulate a brand's essence and values, through unique design and strategic thinking.

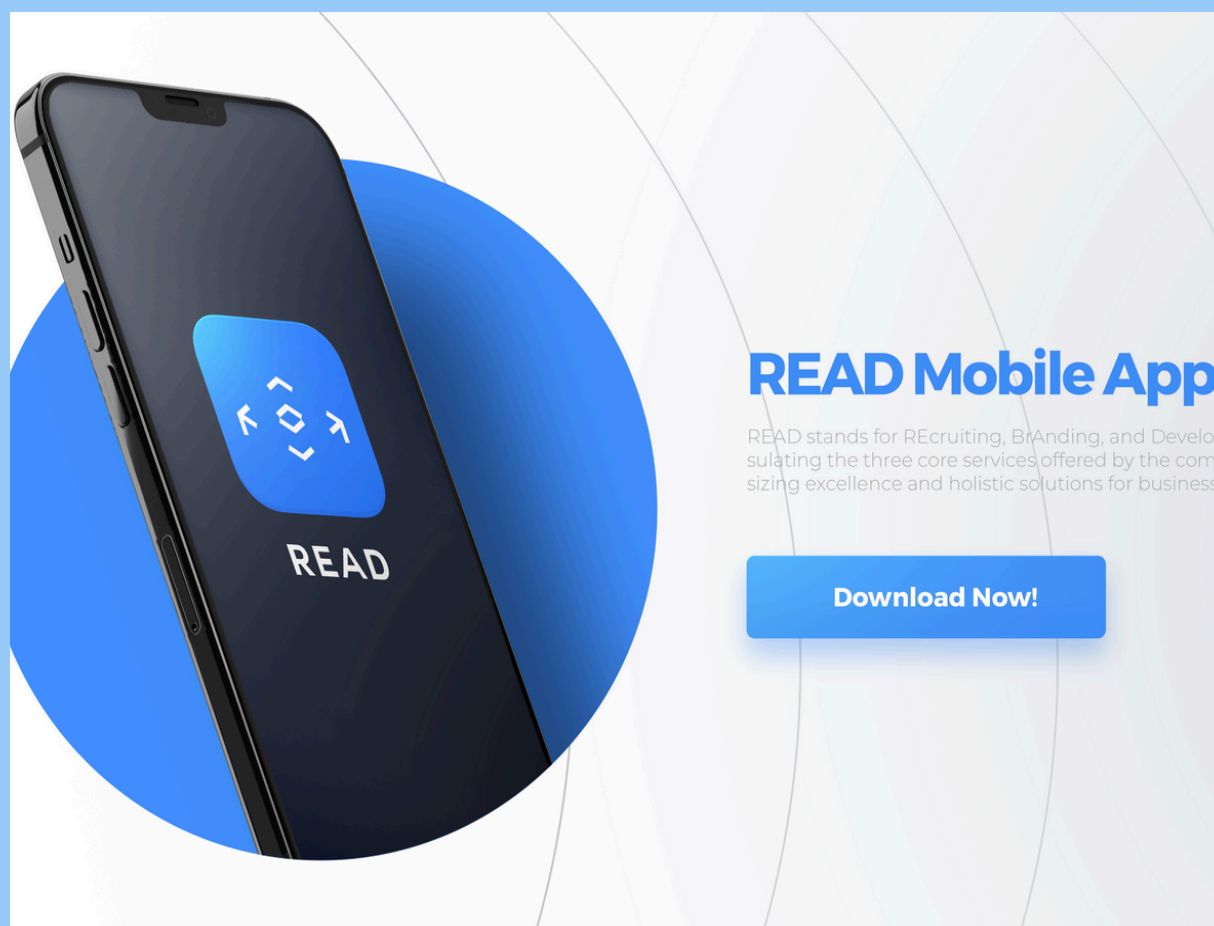
SWIPE





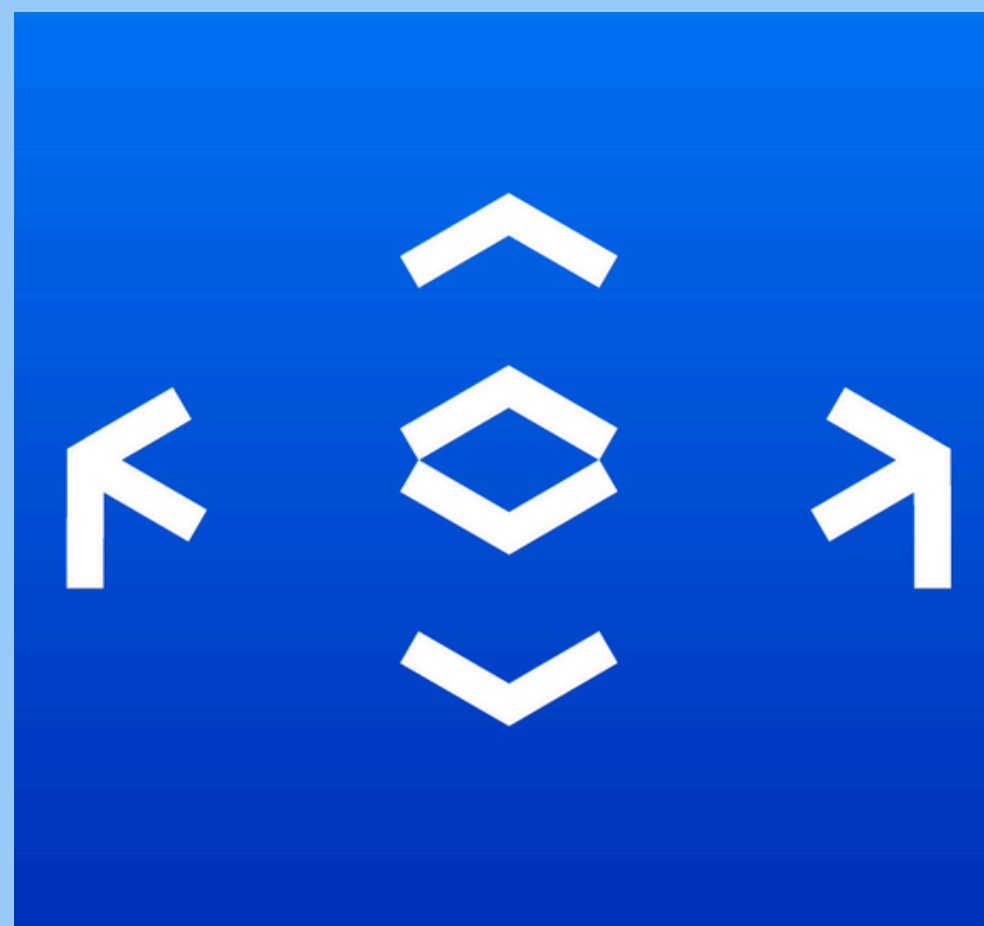
## PORTFOLIO.

# READ TECH



## APPLICATION

Mobile App Icon



## MAIN LOGO

All-in-one Indian company offering Recruiting, Branding, and Development services with futuristic solutions.



## BENTO

Brand Bento Grid

# Sattouf.com



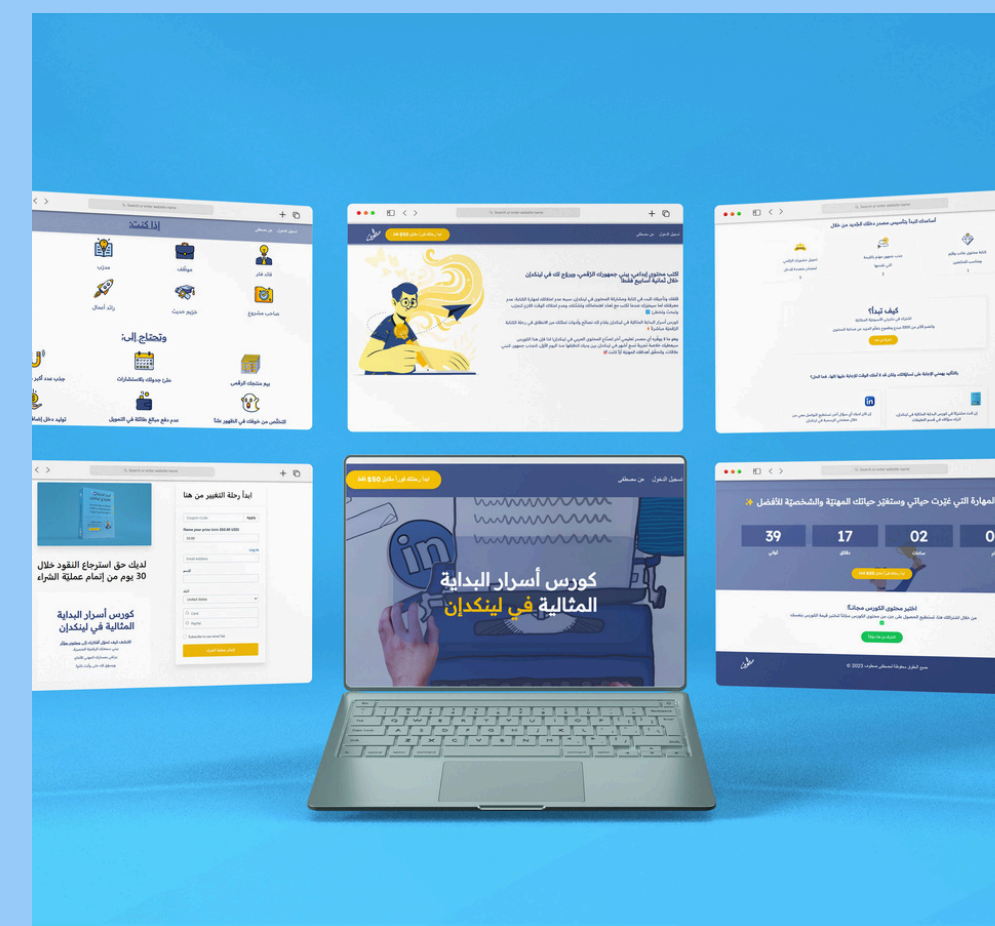
## COURSE AD

Online LinkedIn Course  
Editing & Thumbnail Design



## MAIN LOGO

An expert in LinkedIn training & ghostwriting, empowering professionals to enhance their online presence



## WEBSITE DESIGN

Course website design  
using the Kajabi builder



## PORTFOLIO.

# Mahallat Online



## PACKAGING

Box Packages' Design

محلات  
Mahallat.

## MAIN LOGO

An expert in LinkedIn training & ghostwriting, empowering professionals to enhance their online presence



## BRAND GUIDELINES

Brand Usage Guidelines



# Fengan Marefa



## T-SHIRT STYLE

Used in the channel by the owner as a promotional method.



## MAIN LOGO

Educational YouTube channel dedicated to providing insightful and engaging content on a wide range of topics for their +23,500 Subscribers.



## PRINTABLES

Ensuring the logo works while printed for merchandise purposes

# GreatOne E-commerce



## PACKAGING

Box Packages' Design



## MAIN LOGO

All-in-one store providing all customers' needs in one place with affordable prices.



## APP ICON

For Multiple Online Uses

Third Section

# LOGOS & MARKS

Showcase of distinctive logos and marks that highlight my ability to craft unique, memorable brand identities.

SWIPE





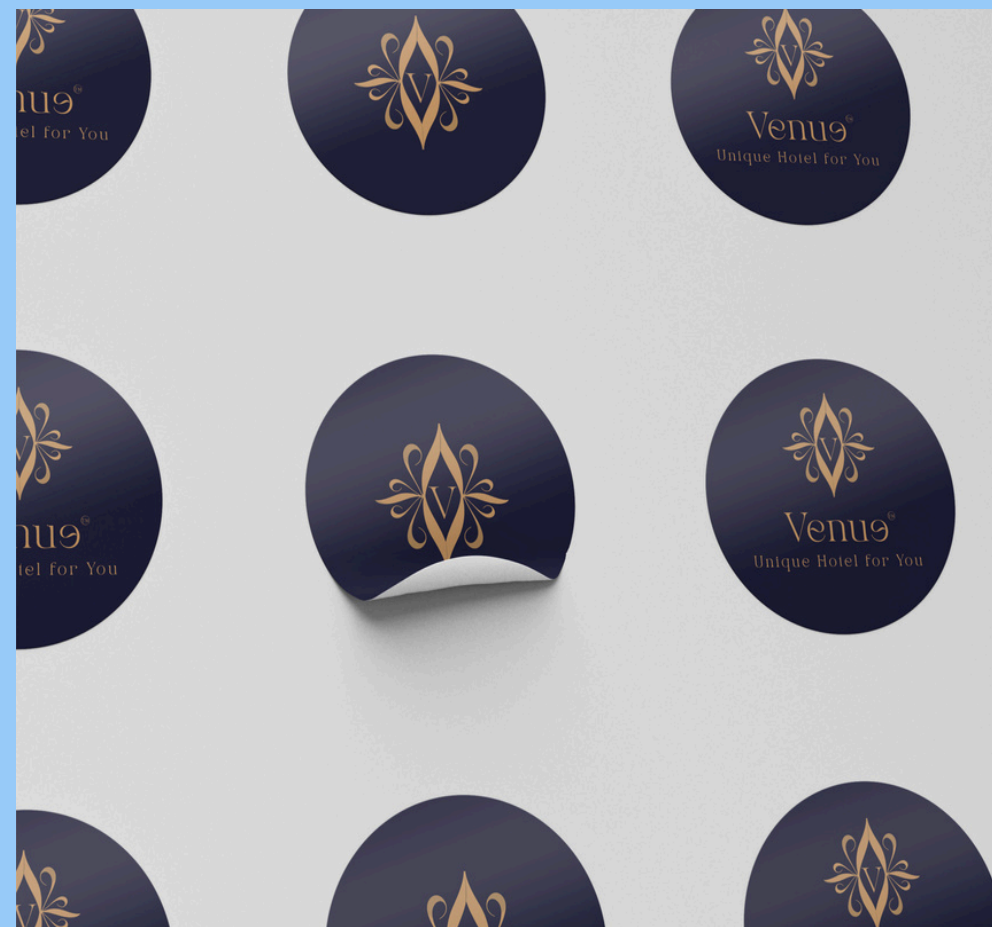
## PORTFOLIO.

# Logos Vol.1



### SKYWAY

Reliable delivery service brand dedicated to ensuring fast, efficient, and secure transportation of goods.



### VENUE

Exceptional hospitality experiences, combining luxury and personalized service to create unforgettable stays



### GATE-A

Innovative marketing agency specializing in creative strategies that drive brand growth & engagement.



# Logos Vol.2



## NASSER MARKET

Trusted grocery store brand known for providing a wide selection of fresh, high-quality affordable products.



## ON THE GO

Dynamic travel brand offering seamless and personalized travel experiences for modern adventurers.



## BURRITO

Vibrant Mexican -food brand specializing in delicious, customizable burritos made with fresh, and high-quality ingredients.

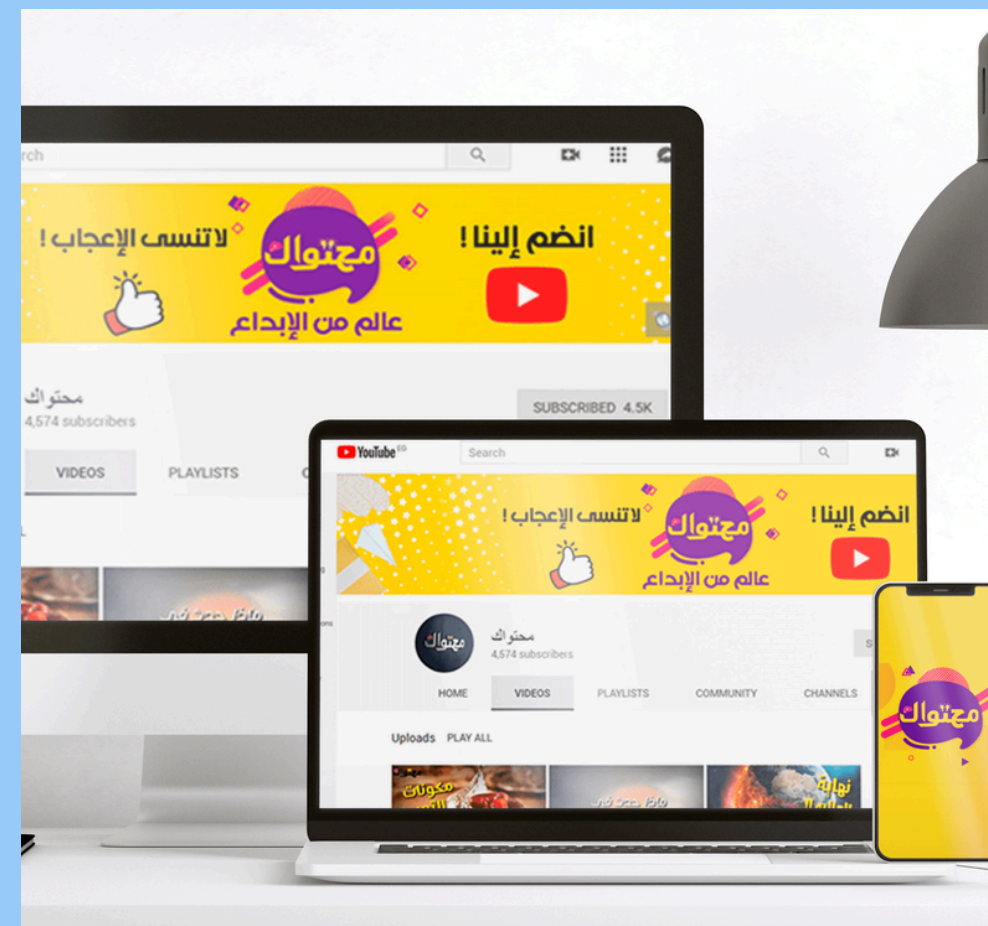


# Logos & Identities



## ABDALLAH ALMARRI

Specializes in sports horses, offering expert care and training to ensure peak performance and well-being for equine athletes.



## MUHTAWAK

Easy-to-follow educational reels designed to simplify complex concepts and make learning engaging and accessible.



## BURGEREO

Vibrant fast-food brand known for serving delicious, gourmet burgers crafted from premium ingredients.

# Typographic Logos

A typographic logo in Arabic calligraphy. The word 'حدث' (Hadath) is written in a fluid, cursive style. The letter 'ح' (Ha) is large and forms a loop on the left, with a small decorative flourish. The letters 'د' (Dal) and 'ث' (Tha) are smaller and follow the curve of the 'ح'.

HADATH

A typographic logo in Arabic calligraphy. The word 'فلسطين' (Fلسطين) is written in a bold, stylized font. The letters are thick and black, with decorative flourishes at the top of the 'ف' (Fay) and 'ط' (Ta) that resemble leaves or vines. The word is centered and occupies most of the width of the box.

OCCUPIED PALESTINE

A typographic logo in Arabic calligraphy. The word 'قاس' (Qas) is written in a bold, stylized font. The letters are thick and black, with a decorative flourish at the top of the 'ق' (Qaf) that resembles a leaf or vine. The word is centered and occupies most of the width of the box.

QA'AS



# Geometric Kuffi Logos



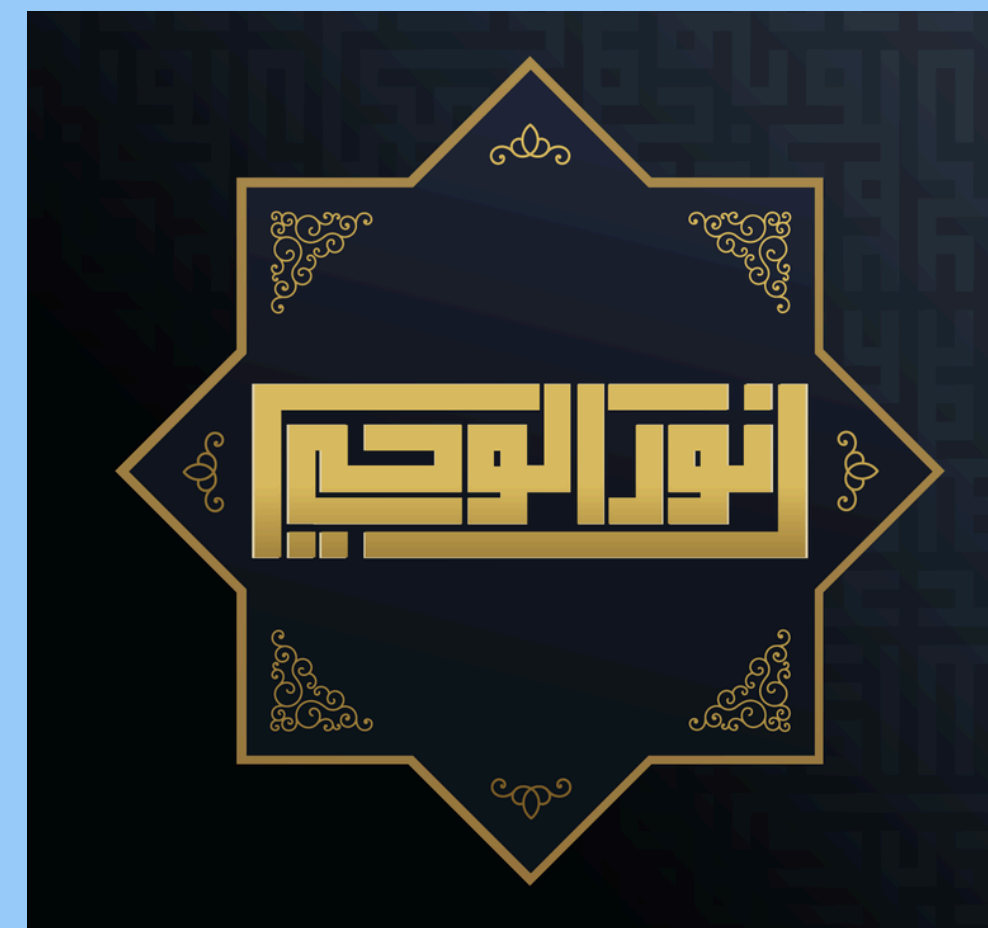
**SH. ABDULRAHMAN**

Islamic Sheikh & Daa'yah



**HURIA ABD ELQADER**

+47.000 YouTube Subscribers  
Amazon & E-commerce Expert



**NOUR AL WAHY**

Non-profit Online Community  
Various Distribution Channels

Fourth Section

# TYPOGRAPHY & CALLIGRAPHY

Discover how my expertise in typography and calligraphy brings your brand's visual elements to life with style and precision.

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# Typography Posters V.1



SHETAA - WINTER



RAMADAN POSTER



HAQQ- TRUTH

## Typography Posters V.2



ESHQ - LOVE



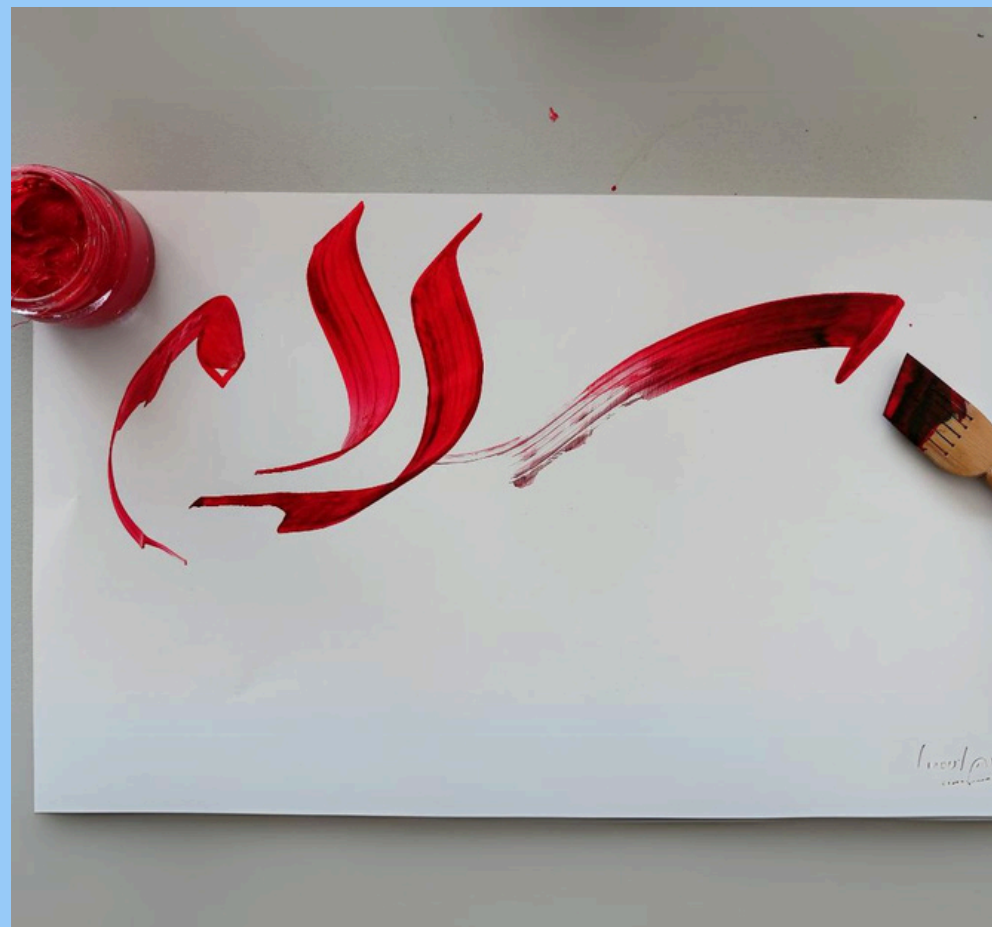
HAPPY EID



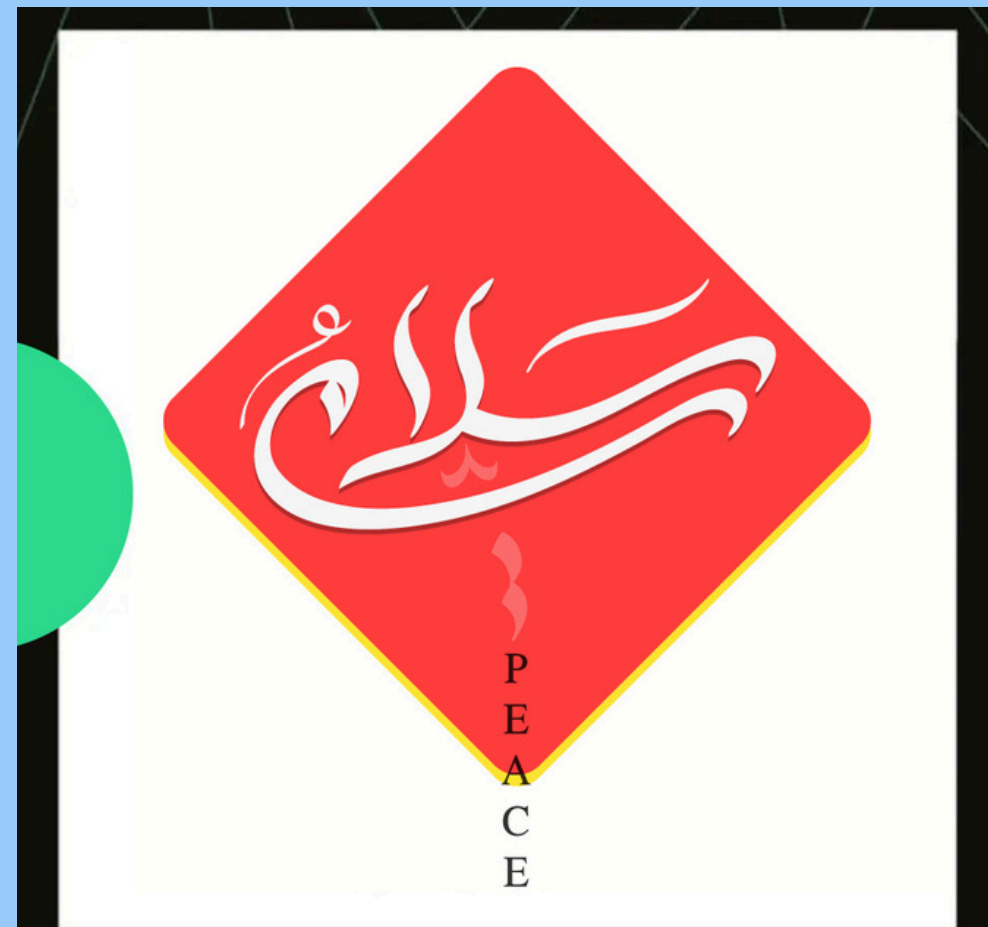
GAITH PROGRAM



# Salam Experiments

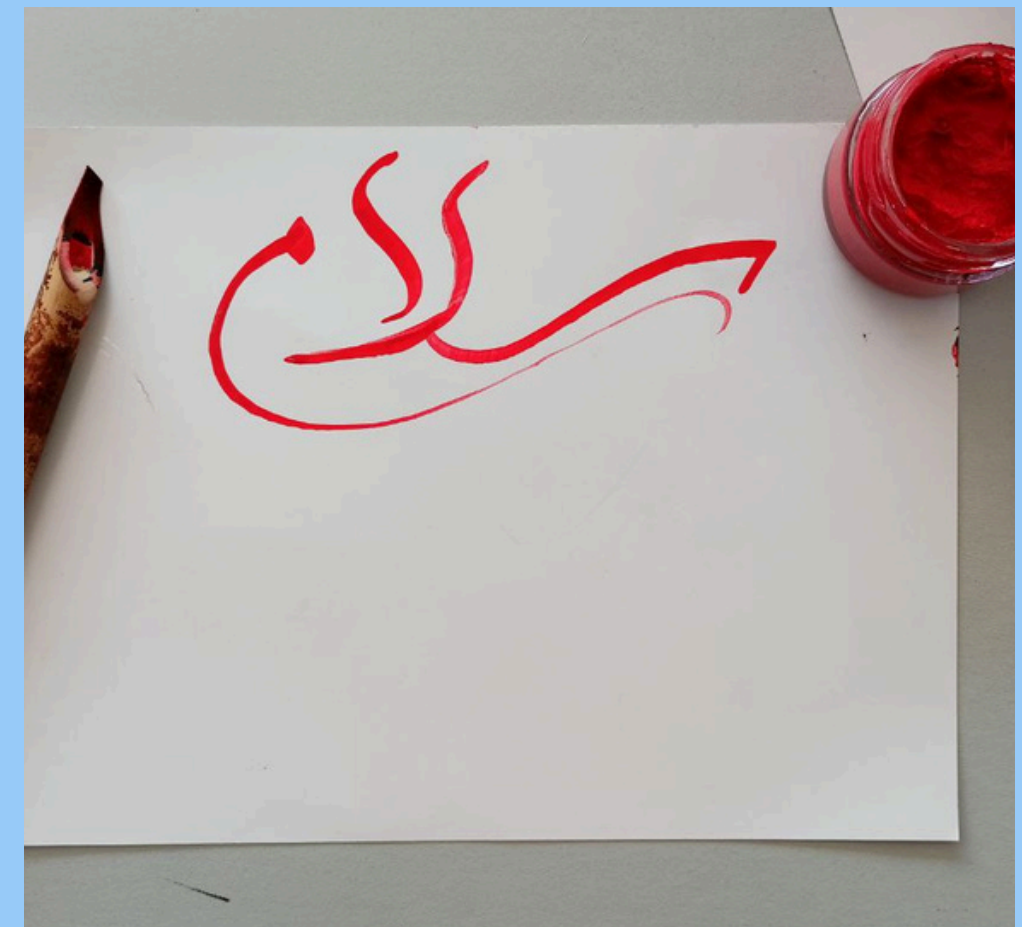


**SALAM EXP. 1**



**FINALIZATION**

Using Adobe Illustrator Pro



**SALAM EXP. 2**

# Typography Experiments V.1



**MUTHHEL  
AMAZING**



**RUMAN  
POMEGRANATE**

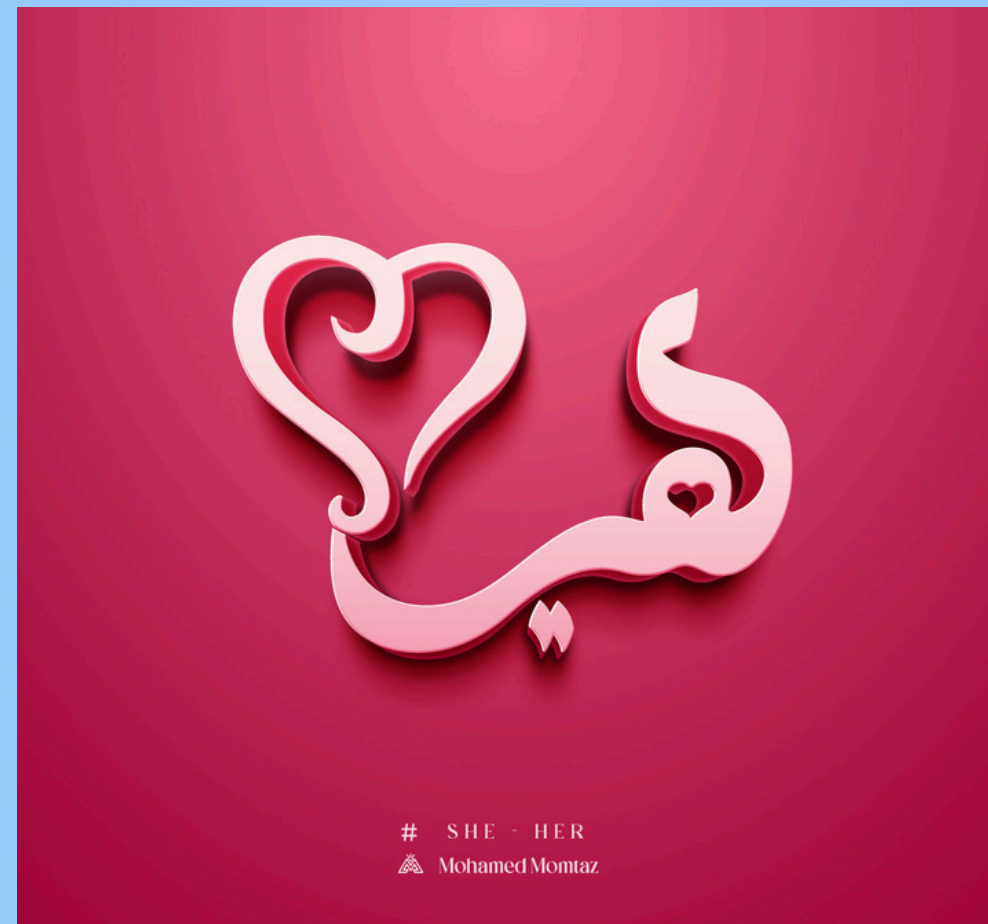


**RUQUD  
RECESSION**

# Typography Experiments V.2



**TANAFAS**  
**BREATHE**



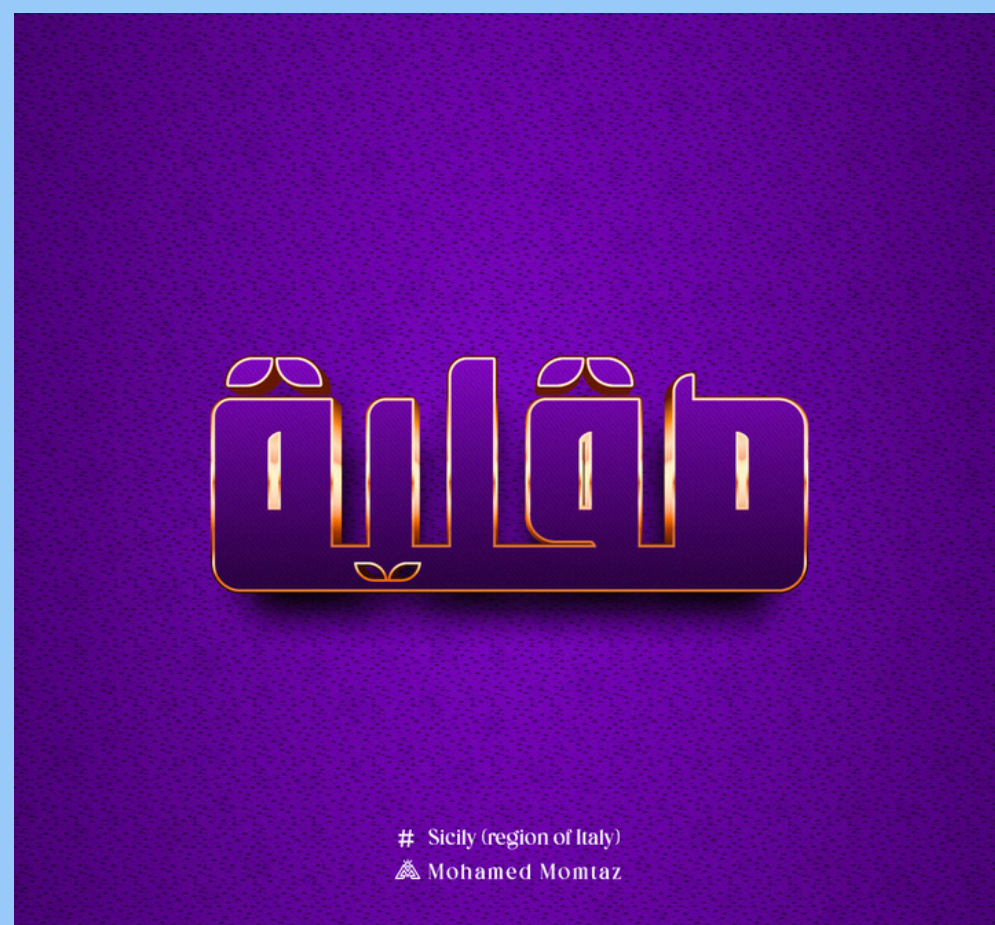
**HEYA**  
**SHE**



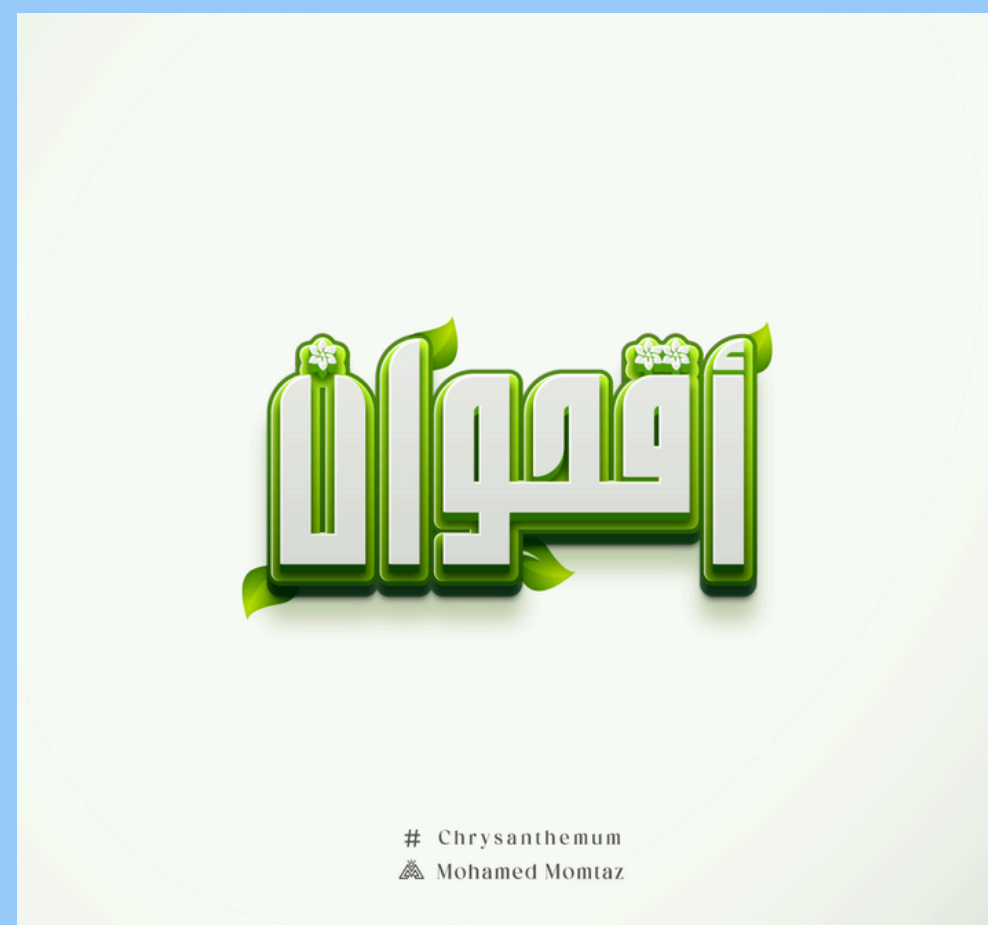
**ESTABRAQ**  
**BROCADE**



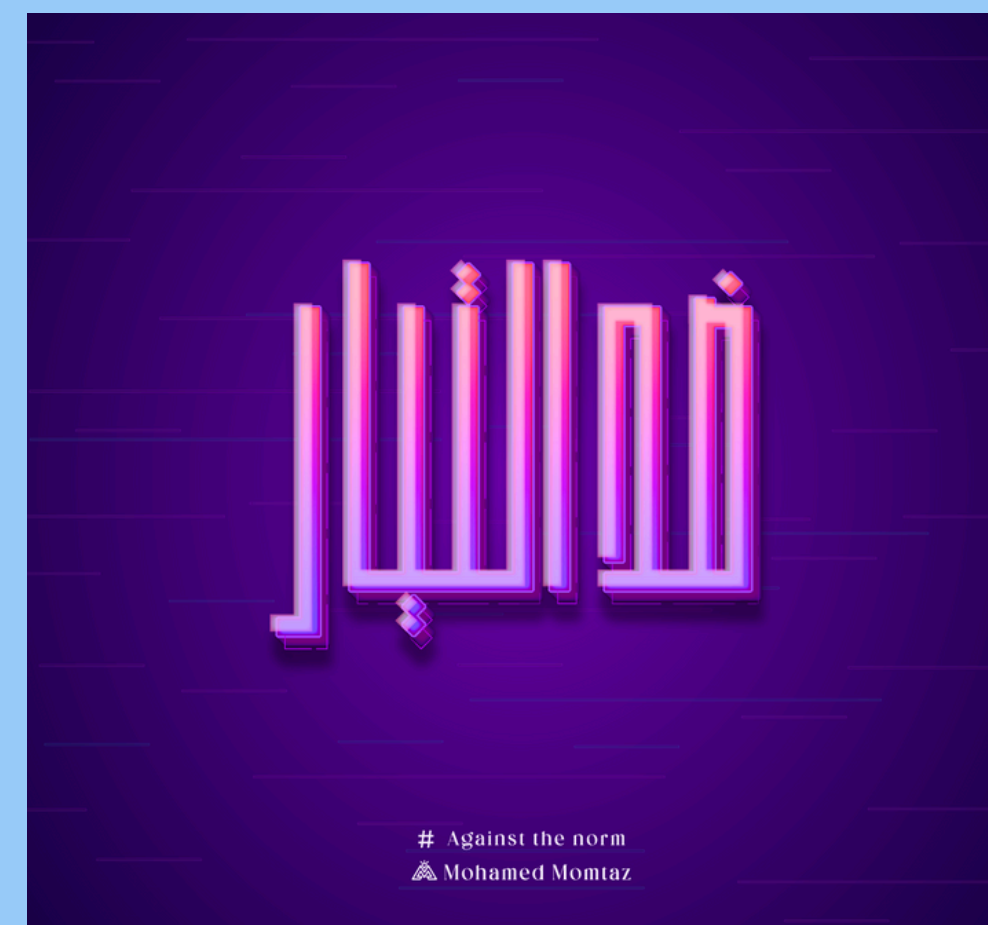
# Typography Experiments V.3



**SIQILIYA**  
**SICILY**



**AQHUAN**  
**CHRYSANTHEMUM**



**DIDA ALTAYAAR**  
**RIPTIDE**

Fifth Section

# BRANDING WORKFLOW

Through a clear 7-step process, I'll help you create a strong and cohesive brand identity with confidence. This approach reduces uncertainties and avoids big changes later on. By setting a clear direction early, we make sure your vision comes to life. In the end, your brand will be polished, unified, and ready to make a lasting impact across all platforms.

SWIPE





# Branding Workflow

## Brand Strategy

We'll define your brand's mission and audience, laying the foundation for a powerful and relevant identity.

1

2

3

4

## Moodboard

I'll curate a visual mood board that aligns with your brand's personality, ensuring we're in the same direction.

## 3-5 Sketches

You'll receive a variety of logo sketches, each offering a unique concept to capture your brand's essence.

## Logo Finalization

I'll refine your chosen concept into a logo that is unique, memorable, and instantly recognizable.

# Branding Workflow

## Brand Identity

I'll design cohesive visual elements colors, fonts, and patterns that make your brand touch points unforgettable.

5

6

## Brand Guidelines

You'll get a detailed Brand Book outlining how to use your visual assets consistently across all platforms.

7

## Marketing Assets

From business cards to digital assets, I'll design everything you need to promote your brand with confidence.



Even after the project is completed, my support doesn't end. I'm available for any additional needs or adjustments to ensure your brand continues to perform optimally.



Last Section

# FEEDBACK & TESTIMONIALS

Hear directly from my clients about how our collaboration has brought their brand visions to life and exceeded their expectations.

SWIPE



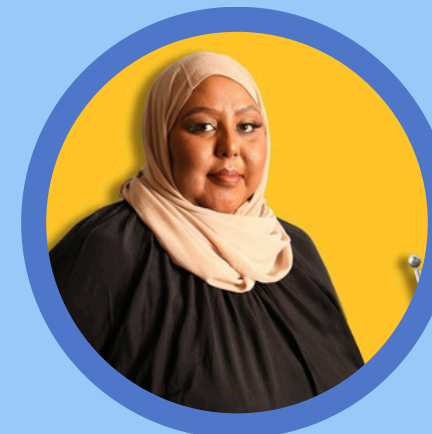
# Client Feedback



**DR. MUHAMMAD AMER**

Accredited AR-EN translator  
and conference interpreter,  
and holder of PhD degree

Muhammad is a very talented and meticulous designer with a deep insight into tiny details. He is always keen on providing top-notch services with his own high-key capabilities. With such good manners, well-articulated potentials, and instant readiness, I believe he is your best choice!



**DR. HURIA ABDULKADER**

Entrepreneur, Amazon FBA  
6-Figures Business Owner

It was a truly wonderful experience working with Mohamed. He is extremely responsive, takes the time to listen to your needs, and has incredible expertise and talent. He went above and beyond and even gifted me something special as a thank you. We were so impressed that we've already hired him again!



# Client Feedback



## ABDELRHMAN ELBAZ

Global Project Coordinator at  
Contentech, Data Nerd, ALX  
Event Organizer

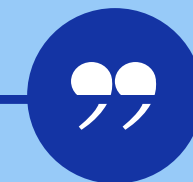
I have dealt with him more than once and every time his work was very respectful and he was very committed to delivery deadlines. I would really recommend him to anyone! May Allah always grant you success.



## PROFF. SOAAD AL FAIFI

Professor of Islamic Studies  
Department, Prince Sattam  
Ben Abd ElAziz University

Momtaz is exceptionally creative and quick-witted, with deeply insightful feedback. His research was thorough and well-rounded, covering various sources and details. Communication was seamless, and he showed great patience, continuously making adjustments based on my requests. Most importantly, his honesty and integrity were clearly evident in his work.



# Client Feedback



## ENG, JAWAD AL HABIB

Chief Executive Officer at  
Mahallat .online services,  
Saudi Arabia

I recently worked with Mohamed Momtaz on a complete rebranding project, and I'm really impressed. The new logo and detailed brand identity will significantly boost our brand's presence in the Saudi market and reflect the high quality of our services. I highly recommend Mohamed Momtaz for anyone looking to revamp their visual identity or create a strong brand.



## DR. EMAD ELETREBY

Ar LearnY Founder, Product  
Manager, Certified Trainer  
with over +4K Students

Creativity and commitment are the most important skills that Mohamed has. I strongly recommend Mohammed for media creation for your business.



# Colleagues' Testimonials



**AHMED ELLABAN**

Web & Mobile Apps Scraper,  
Python, Scrapy, Playwright  
Backend Developer

Mohamed was incredibly helpful when I worked with him on a critical project. What I absolutely love about him, besides his excellent problem-solving skills, is his exceptional communication. He was always available for discussions, making the entire process smooth and efficient. His strategic insights were a 100% what I needed. Definitely recommended



**MENNATULLAH HAMDY**

Biotechnology Researcher,  
Alashanek Ya Balady PR.

I had the pleasure of working with Mohamed Momtaz during a project with our student media team for the “Alashanek Ya Balady” initiative, and I cannot recommend him highly enough. Mohamed is an incredibly respectful and generous individual who made a significant impact on our team.

# Colleagues' Testimonials



**AHMED ATEF**

UI/UX Designer @Ejada,  
Initiative Founder @Aljalsa

Mohamed excels as a communicator and maintains a positive attitude, making my personal collaboration with him a very good experience. I absolutely recommend Mohamed to anyone and everyone. He is a pro designer, with a diverse skill set. I got to learn so much from him in multiple online sessions, where he generously shared his extensive knowledge gained over the years.



**ENG. TAREK ANTAR**

Mechanical Engineer, Former  
at EZDK, Prometeon, GIECO &  
Abu Qir Petroleum

Momtaz is one of the best Graphic Designers I've ever met. He is very careful concerning details, professional, and always has something new to add. I hope we'll work together on future projects and I really recommend him to anyone looking for creativity and high-quality designs.



# THANKS FOR YOUR VALUABLE TIME!



## Contact Details:

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