

Portfolio

Graphic Design & Branding

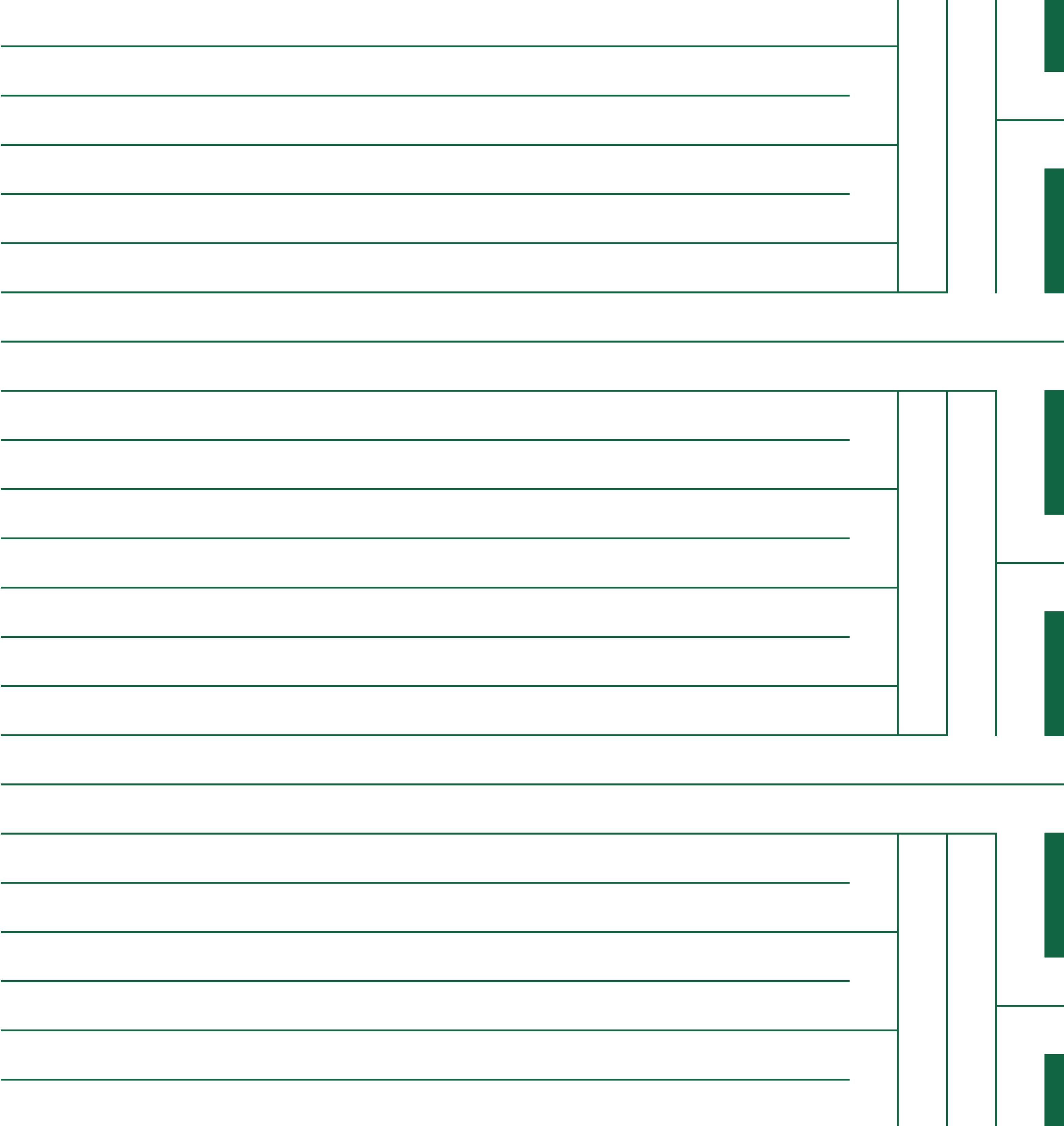
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Designer



Contact

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Logo Design

Various Industries

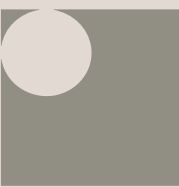
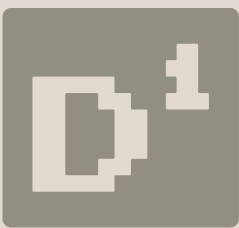
Philosophy

From a utilitarian perspective, a logo shuns excessive ornamentation in favor of clean lines and a singular, memorable image.

Complexity only hinders recognition, a cardinal sin for a logo's primary function: brand identification. This philosophy emphasizes versatility.

A logo should seamlessly adapt to any medium, be it a towering billboard or a tiny app icon – it must adjust to its environment while retaining its core essence. Ultimately, aesthetics take a backseat to functionality.

A utilitarian logo is a tool, meticulously crafted to leave a lasting impression, not a fleeting moment of artistic appreciation. Its success lies in its ability to crystallize a brand's identity in the user's mind, regardless of context.



Nanogami



Nanogami

Bio Technology

Challenge

The field of DNA origami, while promising, can be seen as complex and inaccessible to those outside of scientific circles. This lack of understanding creates a barrier for potential investors.

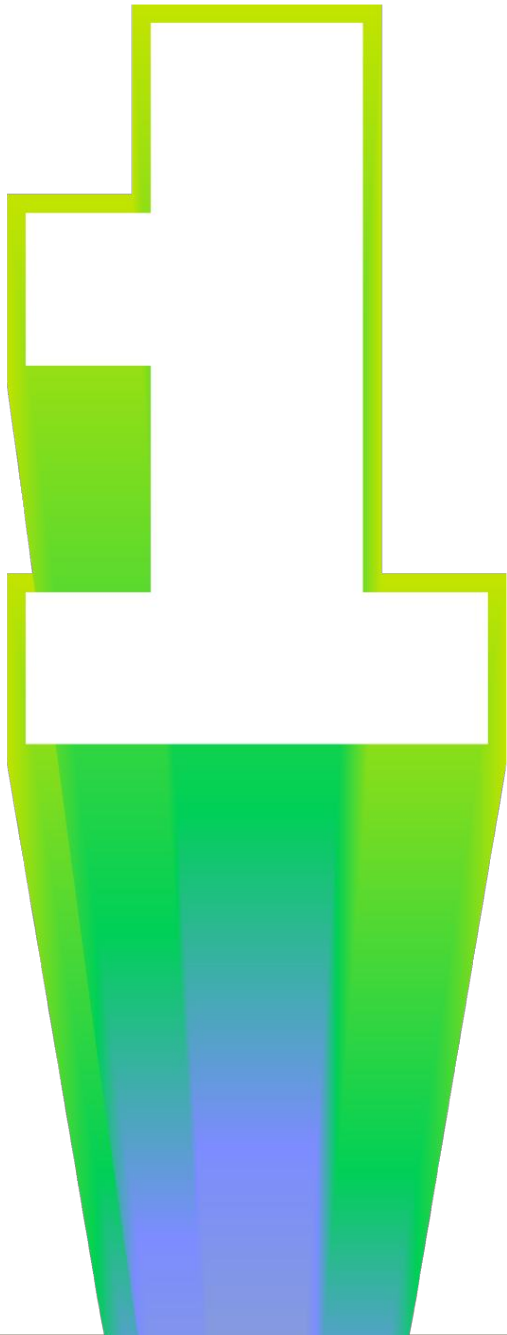
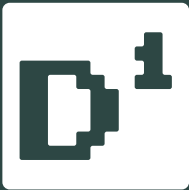
Insight

Nanogami doesn't just build intricate structures, they orchestrate a symphony of life on a microscopic scale. The rebrand should capture this sense of artistry and precision inherent in their biochip technology.

Vision

Think of a minimalist composition where the vibrant colors of DNA nucleotides intertwine in a graceful dance, forming the delicate origami folds that hold the key to unlocking medical breakthroughs.

Dibsy¹



For the leader, the winner,
the **number 1**

Dibsy

Financial Technology

Challenge

Online payments in Qatar are fragmented and often lack user-friendliness, leading to frustration and limited digital commerce.

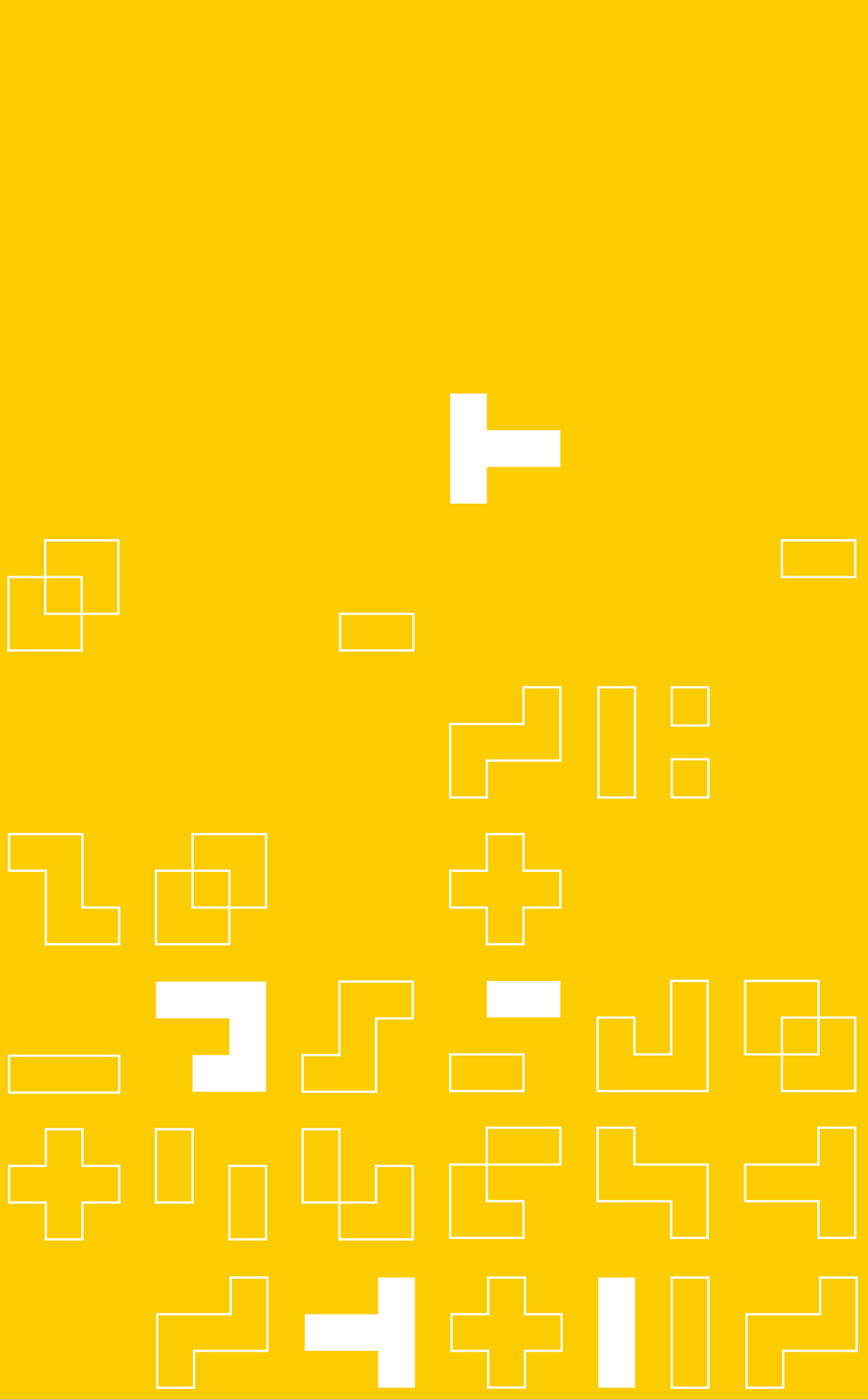
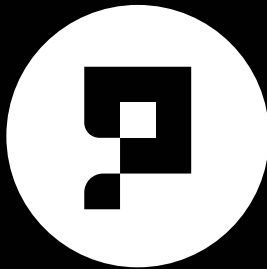
Insight

Dibsy offers a gateway, not just for transactions, but for a whole new way of experiencing the digital marketplace in the region.

Vision

Imagine a vibrant tapestry woven from the threads of different cultures, seamlessly connected by the digital thread that Dibsy offers.

proto



Proto

Artificial Intelligence

Challenge

Financial institutions in emerging markets can't offer personalized and efficient customer experiences in different languages.

Insight

A toolbox that contains the building blocks necessary for connecting traditional finance with the limitless potential of natural language AI.

Vision

Envision a language of languages, the letters of which transcend our understanding of speech. This is the language of AI.



My Guitare

Online Education

Challenge



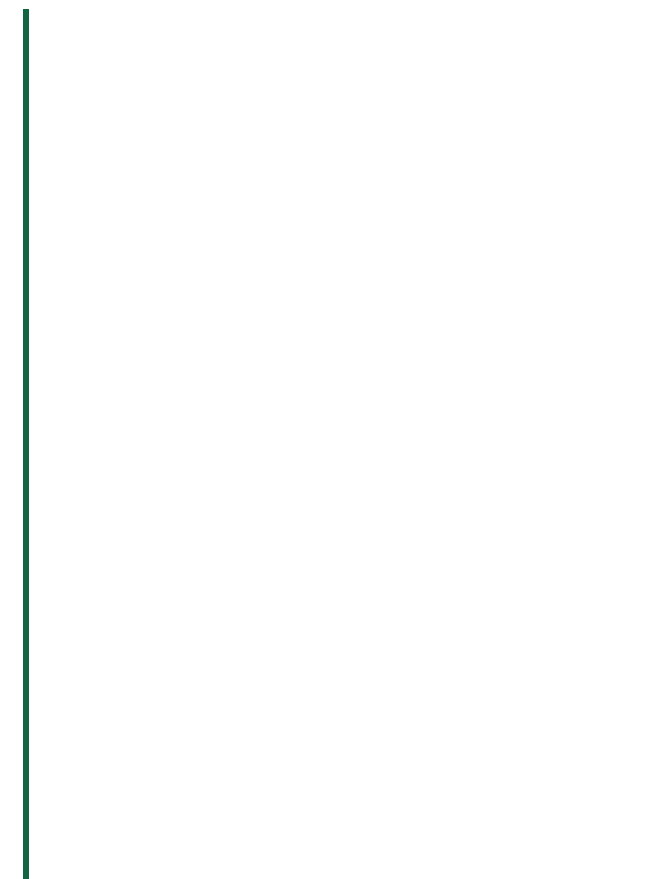
Traditional guitar learning methods can be rigid and isolating, hindering motivation and enjoyment for aspiring musicians.

Insight



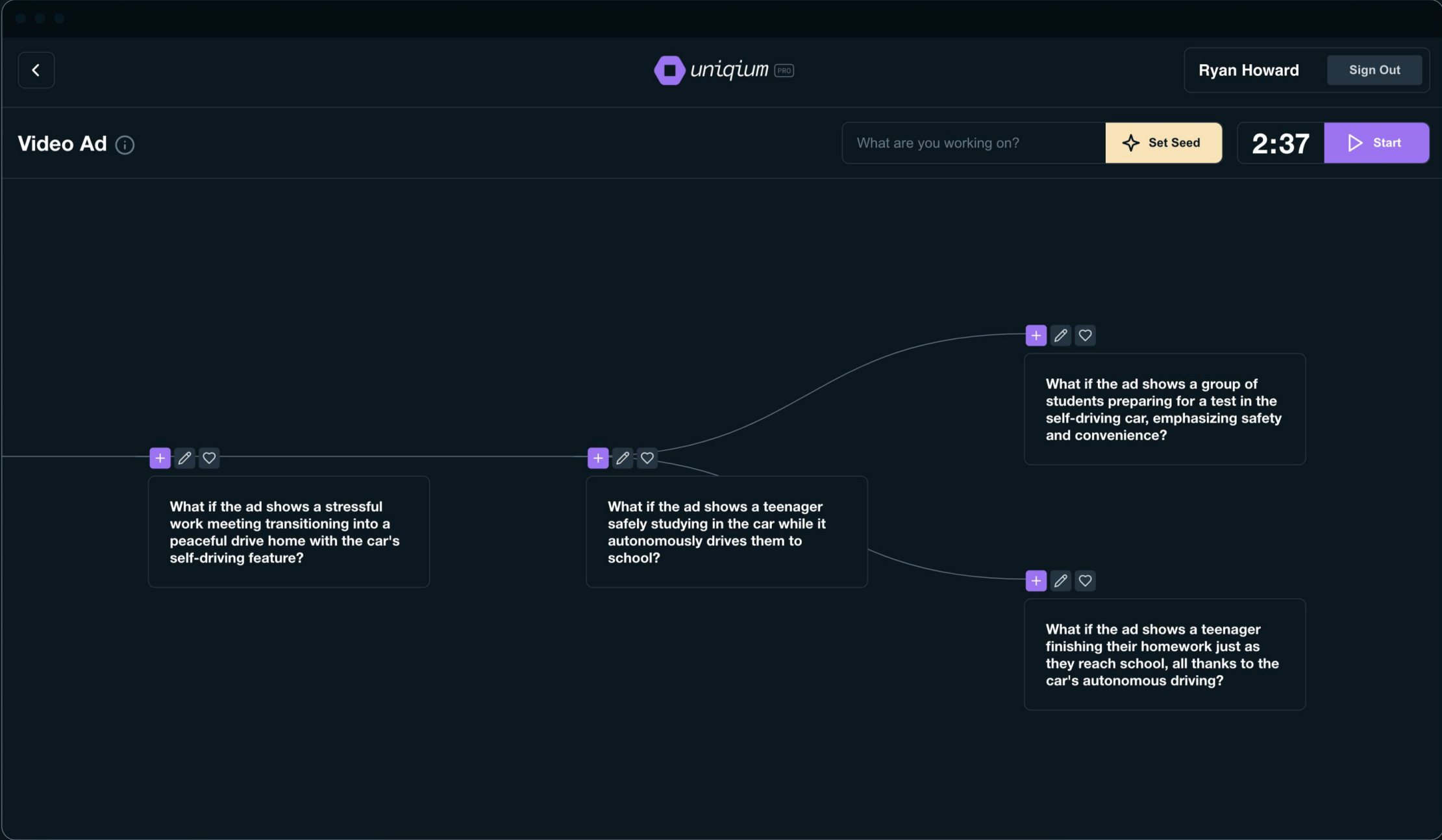
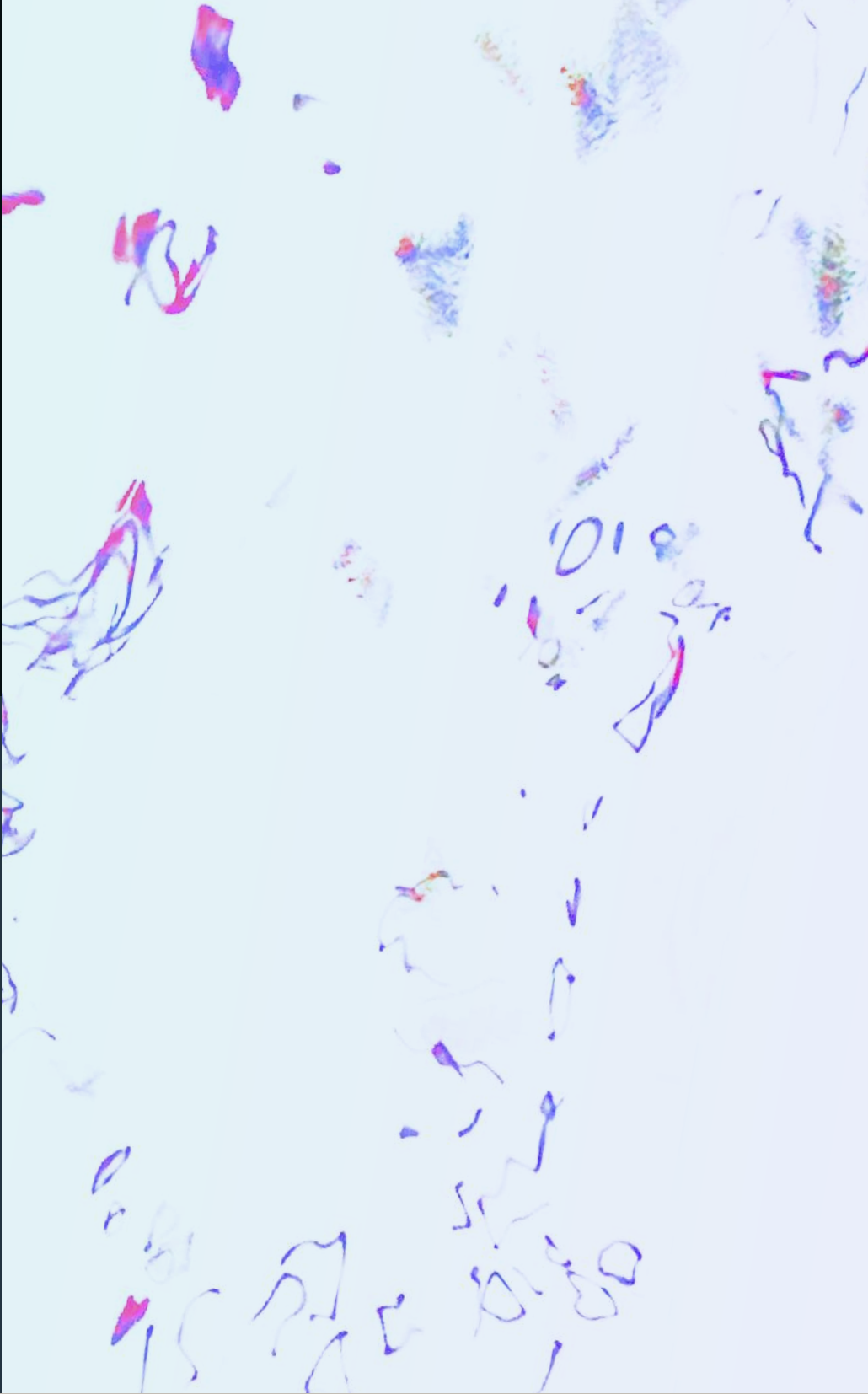
MyGuitare unlocks the joy of playing guitar, making the learning process personalized, interactive, and engaging.

Vision



Imagine a vibrant spectrum of musical notes morphing into guitar chords, symbolizing the transformative power of MyGuitare.

uniqium



Uniqium

Personal Project

Challenge

Brainstorming sessions are often a hassle to organize. They're plagued by inefficiency, groupthink, and a lack of fresh perspectives.

Insight

Uniqium doesn't just remove the need for meetings, it fosters a space where limitless creativity can flourish, even asynchronously.

Vision

Interconnected ideas, each one represented by a luminous point. New points emerge, forming innovative and unexpected paths.



CMC

Healthcare

Challenge

Medical clinics are often perceived as sterile and impersonal, leading to patient anxiety and a disconnect with their healthcare journey.

Insight

CMC provides a holistic and compassionate approach to healthcare, fostering a sense of well-being and trust.

Vision

Imagine overlapping layers of organic shapes that represent growth, healing, and interconnectedness.



Collateral

Print & Digital

Approach

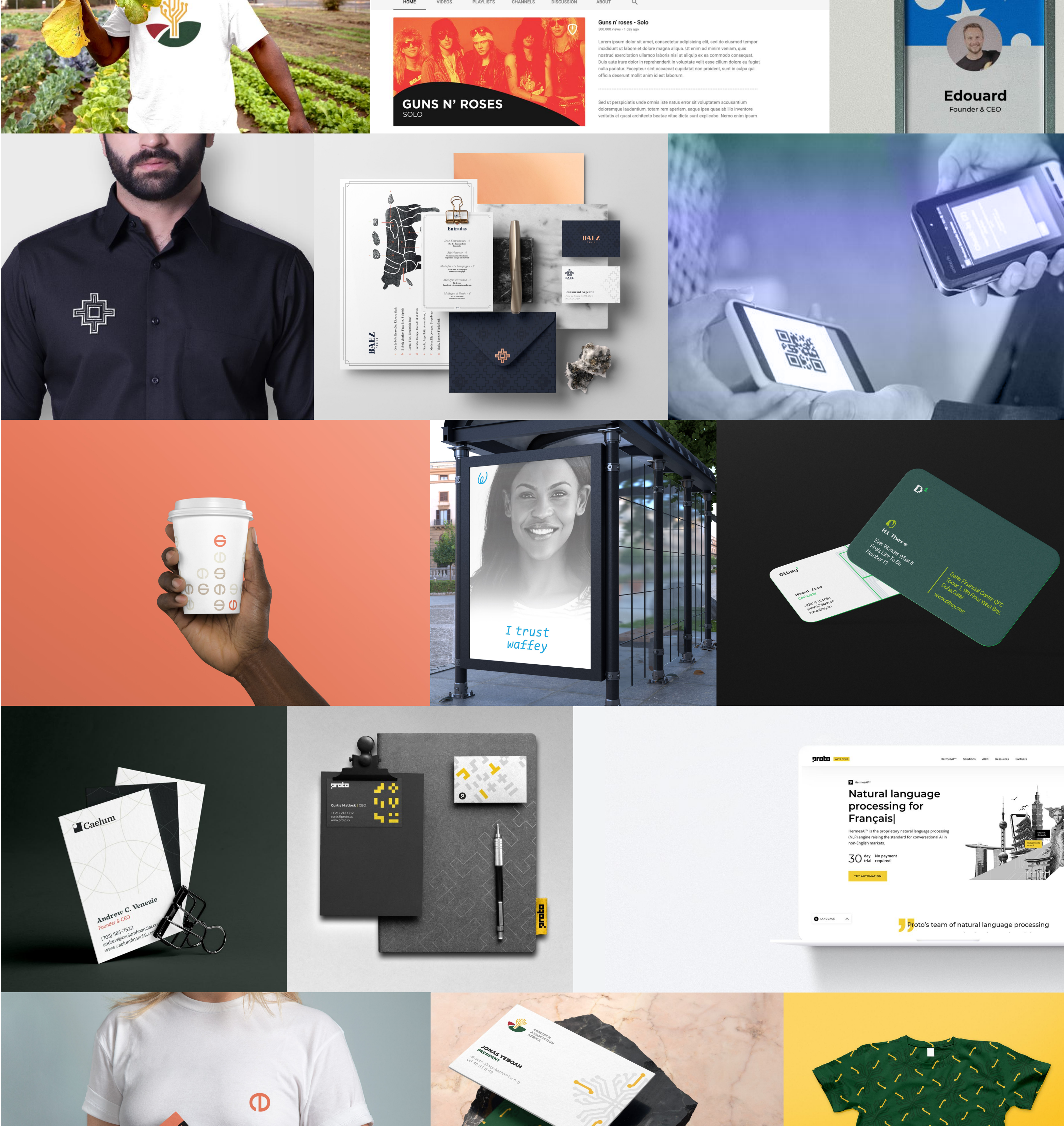
A brand's visual identity system isn't just about aesthetics on a mood board. It's a powerful tool that needs to translate seamlessly into real-world applications.

Imagine a company with a sleek, modern logo that looks fantastic digitally, but then appears blurry and pixelated on their printed packaging. This disconnect weakens brand recognition and creates a confusing consumer experience.

An effective VIS is like a coherent language. The logo, colors, typography, and imagery all work together to communicate the brand's message consistently.

This consistency is key across all touch points, from physical products and packaging to marketing materials and online platforms.

A well-translated VIS fosters brand trust and memorability, leaving a lasting impression on consumers in the real world.



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