

Design Portfolio.

V 0.4

Rania Mohamed

RANIA

GRAPHICS

About

Rania Graphics - Digital Design Studio
Strategic Graphics Designer
Portfolio Works 2020-2025

Contact

rania.graphics@gmail.com
+966541176851

Information

www.raniagraphics.com
behance.net/aniagraphics
social media @ raniagraphics

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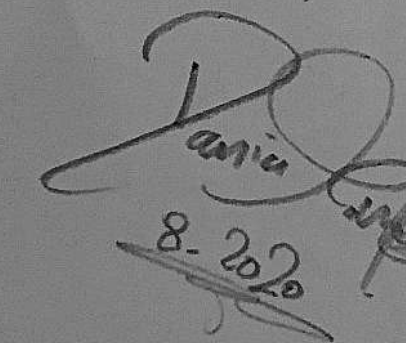
Social Media Design

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Advertising

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Company Profile



Rania Graphics

Brand Stratigest

About Me



Rania Mohamed

Strategic Graphics Designer

Welcome to my Portfolio!

I'm Rania Mohamed Al-Hassan, a Graphic Designer and Brand Strategist with 10+ years of experience creating visual identities, brand systems, digital content, and creative experiences that connect brands with their audiences.

With a background in Information Systems and an MBA, I bring a strategic and analytical perspective to design, combining creativity, technology, and business to create purposeful and impactful visual solutions.

Throughout my career, I have worked with startups, private-sector organizations, government entities, and embassies, developing branding, digital, social media, and content experiences that help organizations communicate clearly and build stronger visual presence.

I believe great design goes beyond aesthetics. It is about solving problems, communicating ideas, and creating meaningful connections. I enjoy collaborating with teams, translating ideas into compelling visuals, and taking projects from concept to execution with clarity and attention to detail.

Logo Design

Peak

Smart Government

Remal

Emdad

SDG

InterPart

MomsLife

Go Global

Rawnagi

Ameera

[For More Details ↗](#)

LOGO FOLIO

19-2025

LOGOS AND LAND MARKS THAT I'VE WORKED
BETWEEN 2019/2025 FOR FREELANCE,
CORPRATE, GOVERMENT
AND ORGANIZATIONS.



Brand Development for Waqudi Co.

[For More Details ↗](#)

PROBLEM

When Waqudi approached me, they were operating in a highly competitive market dominated by traditional fuel-delivery providers, without a digital footprint to support their growth. They had no online presence, no visual identity, and no social media activity. This lack of brand cohesion led to: Low brand awareness, Minimal customer engagement.

NEEDS

Waqudi needed a complete brand identity built from scratch — one strong enough to differentiate them in the market and build trust instantly. Their main requirements included: A recognizable, modern visual identity, a cohesive digital presence, a social media branding strategy to increase visibility and engagement, clear communication aligned with their mission and audience expectations.

SOLUTION

I delivered a full rebranding and digital transformation for Waqudi by redesigning the logo, building a credibility-focused website, and launching fully branded social media channels. I conducted competitor and industry analysis and developed a cohesive social media strategy with unified visuals, value-aligned content themes, and engaging formats. The result was a strong, cohesive digital ecosystem that elevated brand presence, boosted trust, and positioned Waqudi competitively in the fuel-delivery market.



Social Media Design for Waqudi



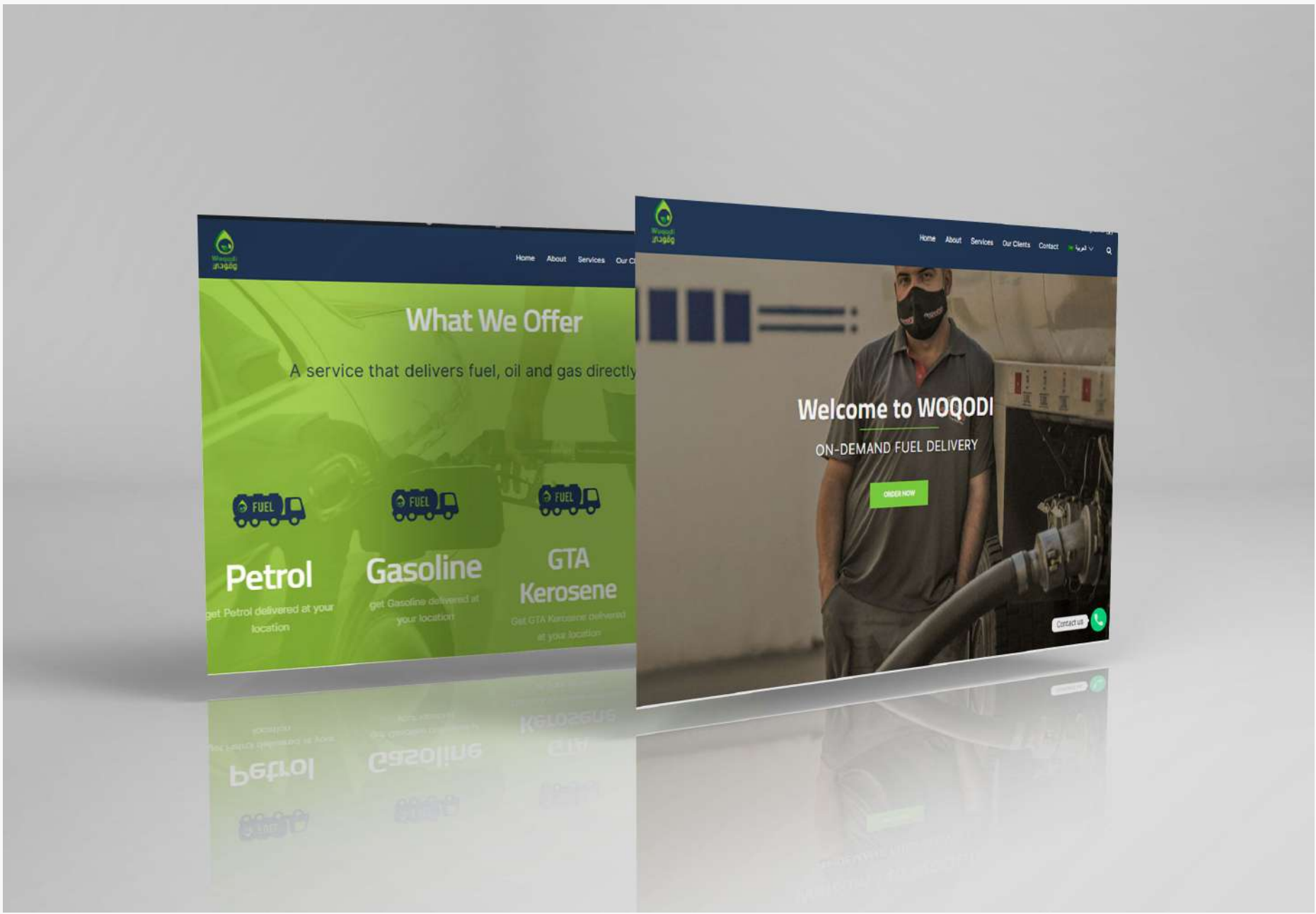
For More Details ↗

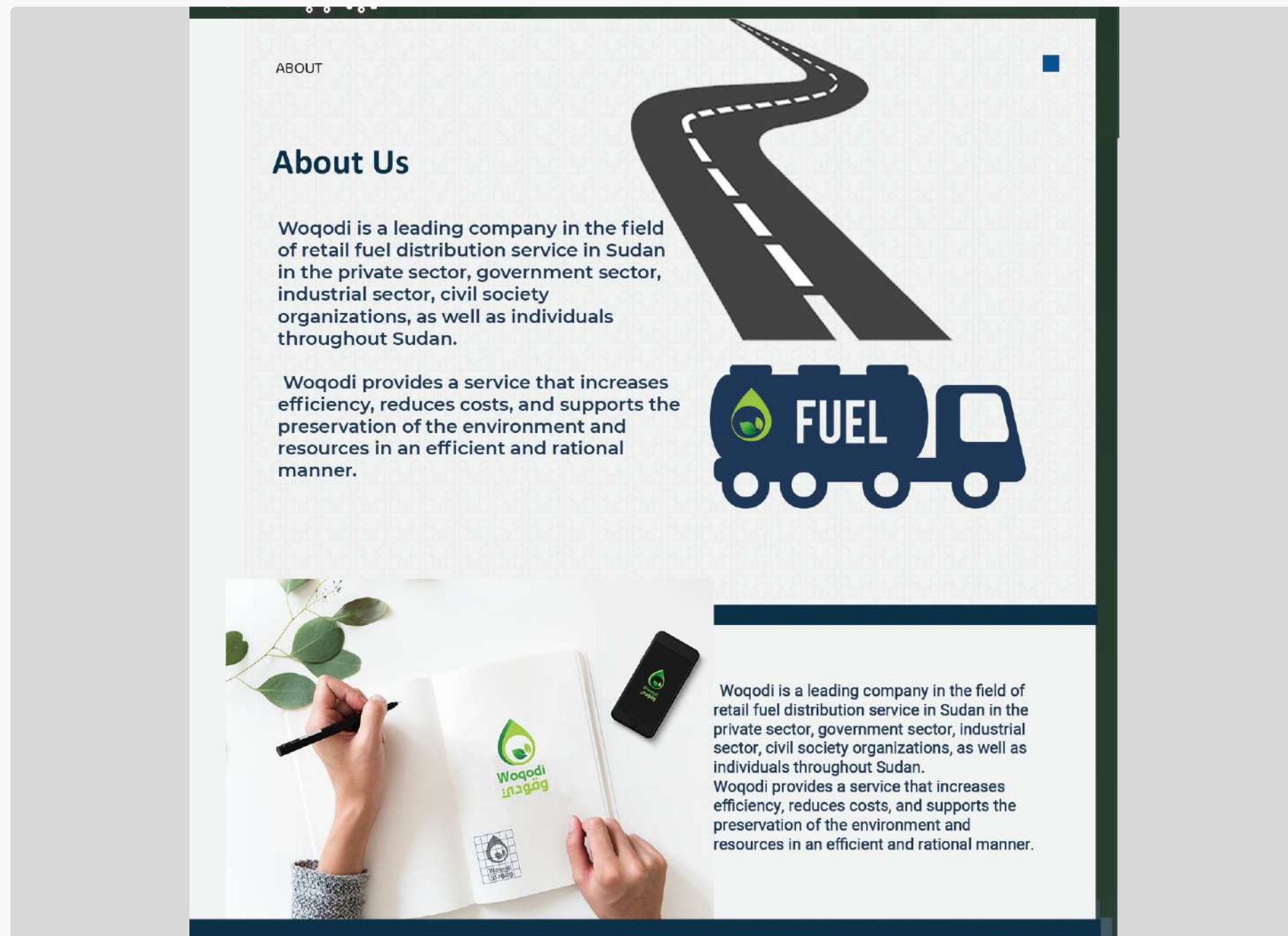




Website Design for Waqudi

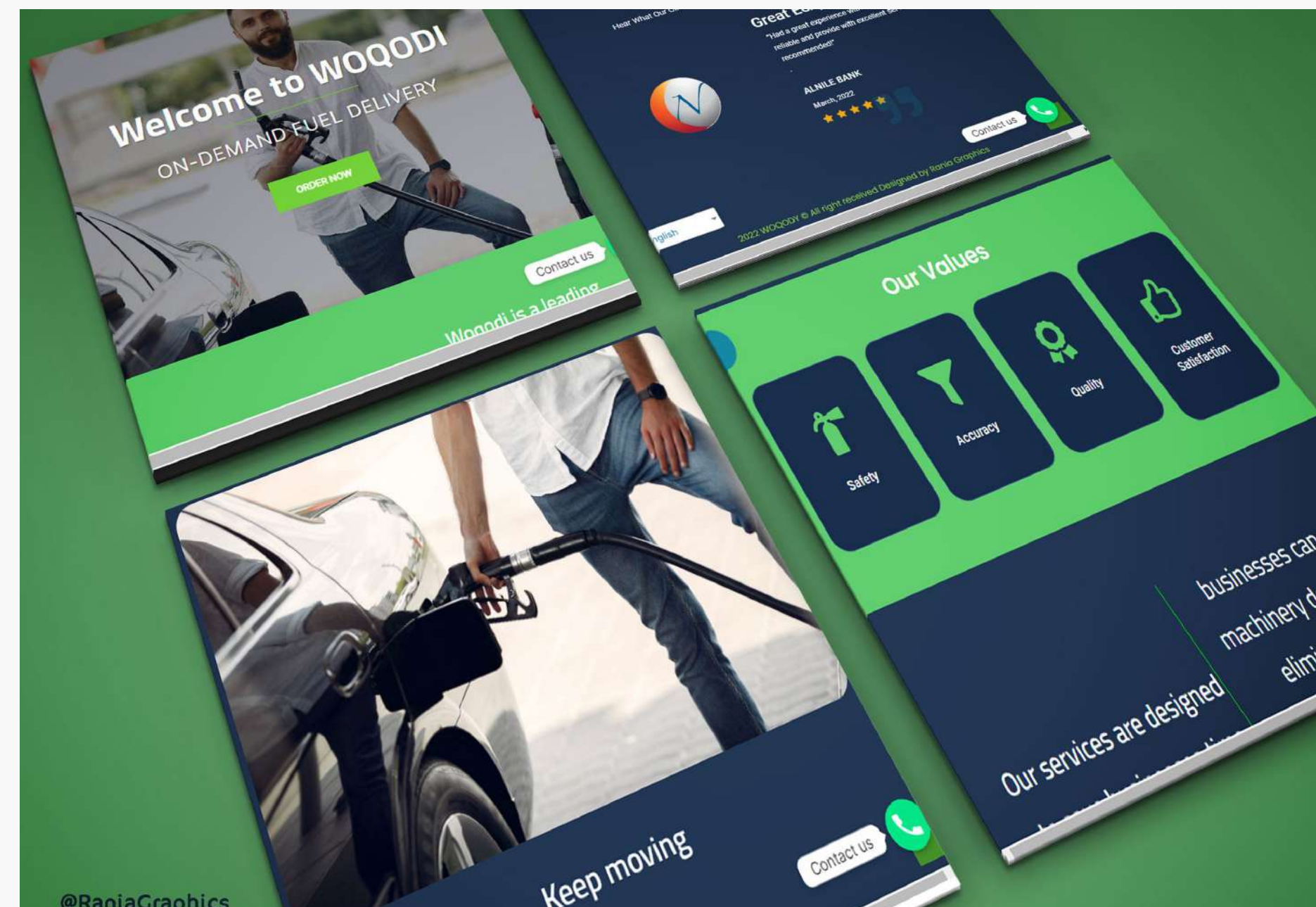
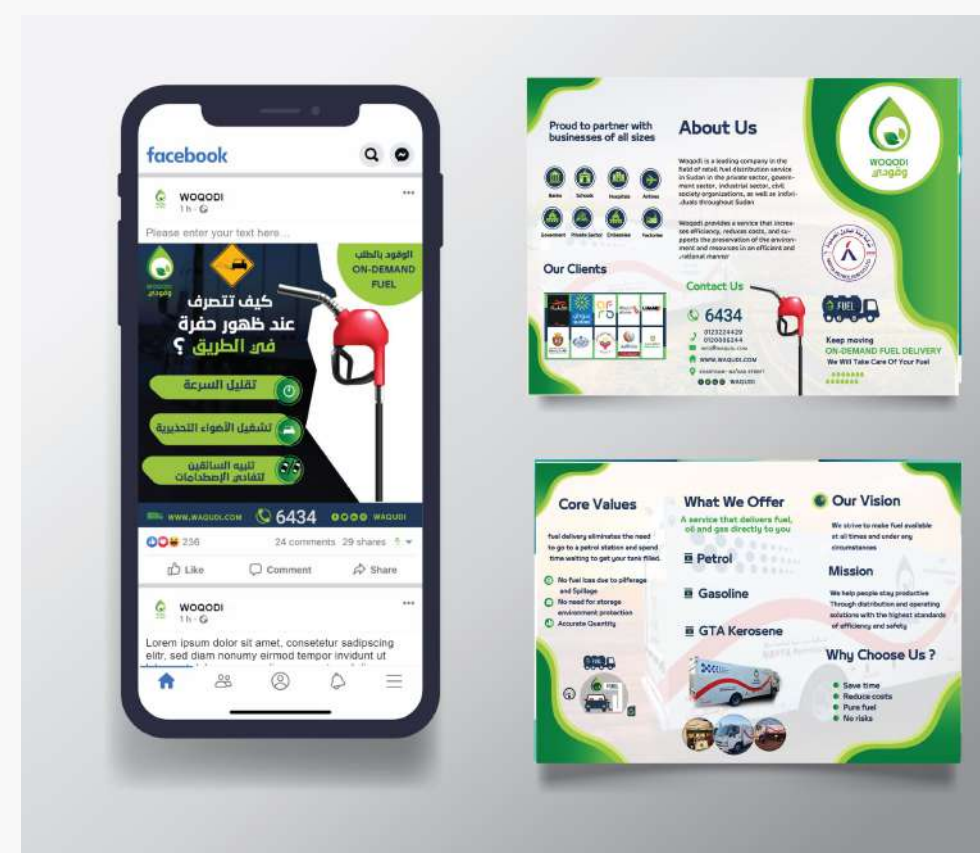
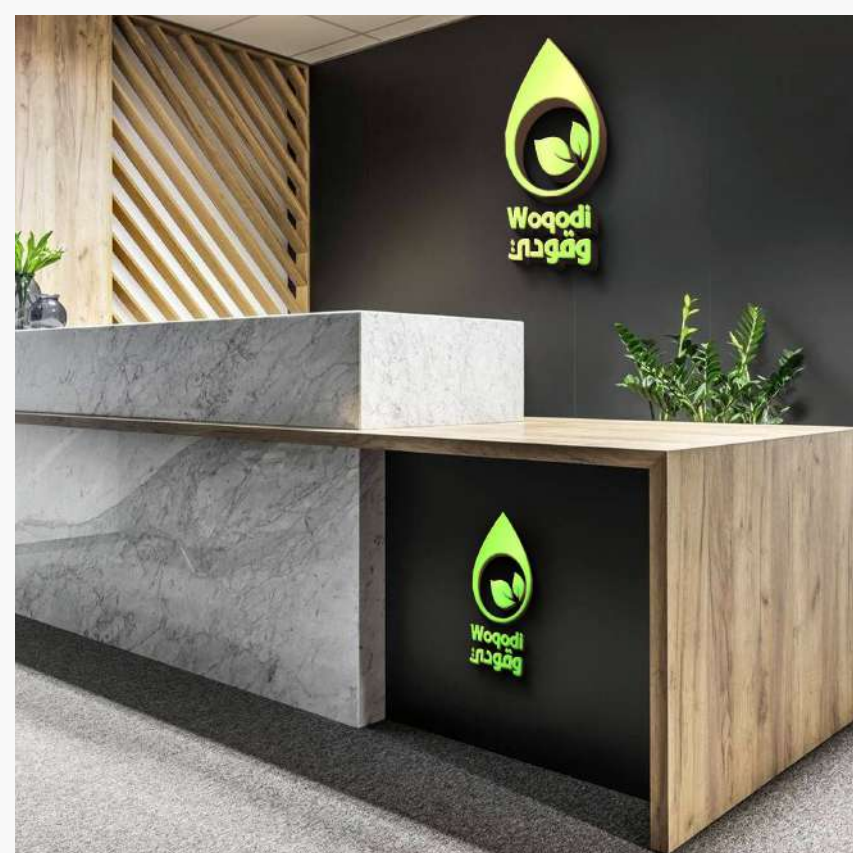
[For More Details ↗](#)





Identity Branding for Waqudi

[For More Details](#) ↗



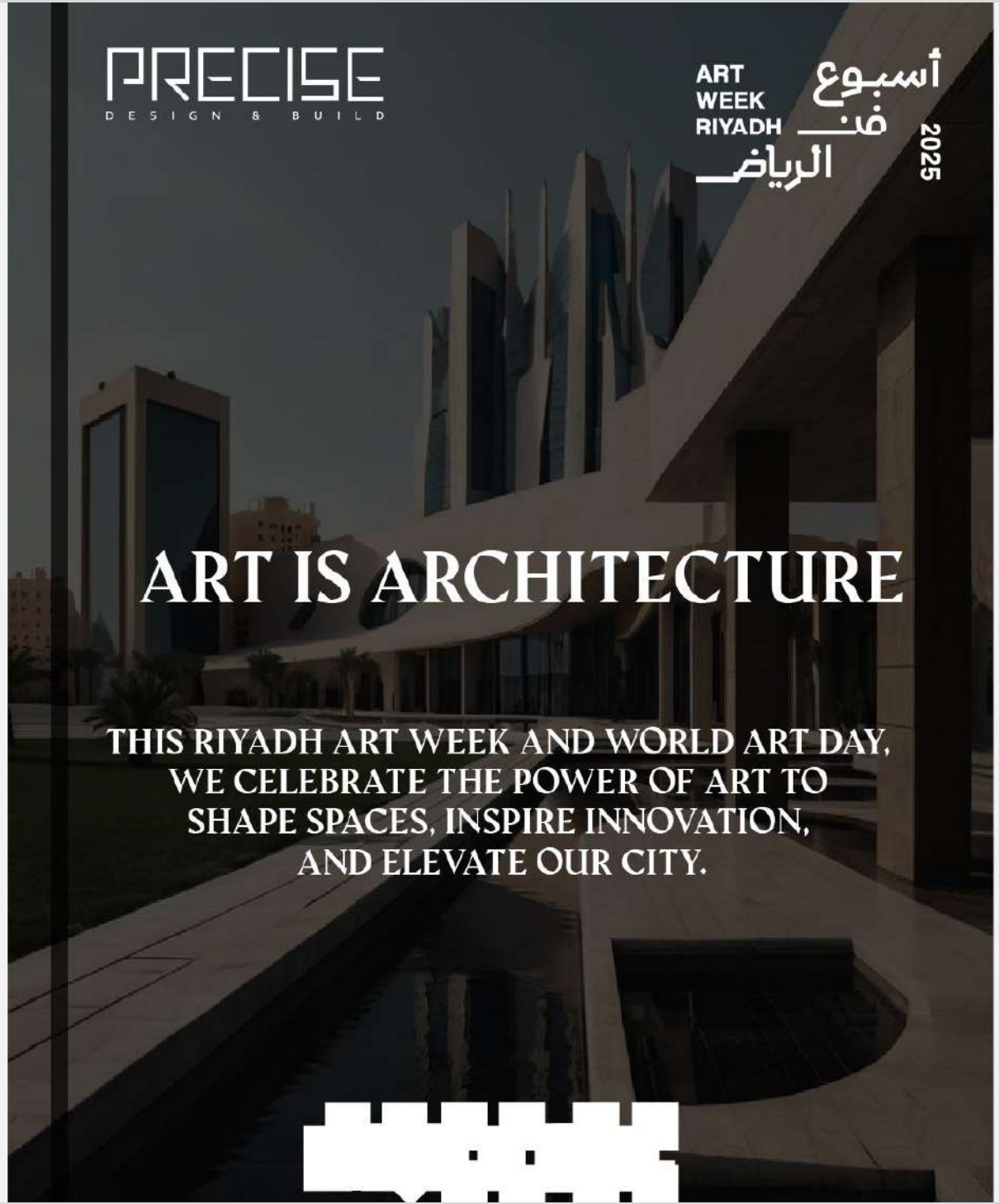
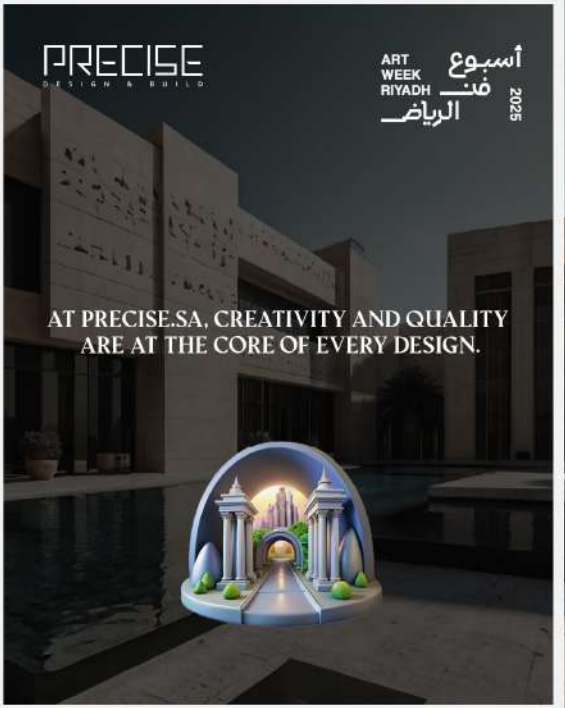
Advertising Campaign for Waqudi Products

For More Details ↗



Social Media Precise Co.

For More Details ↗

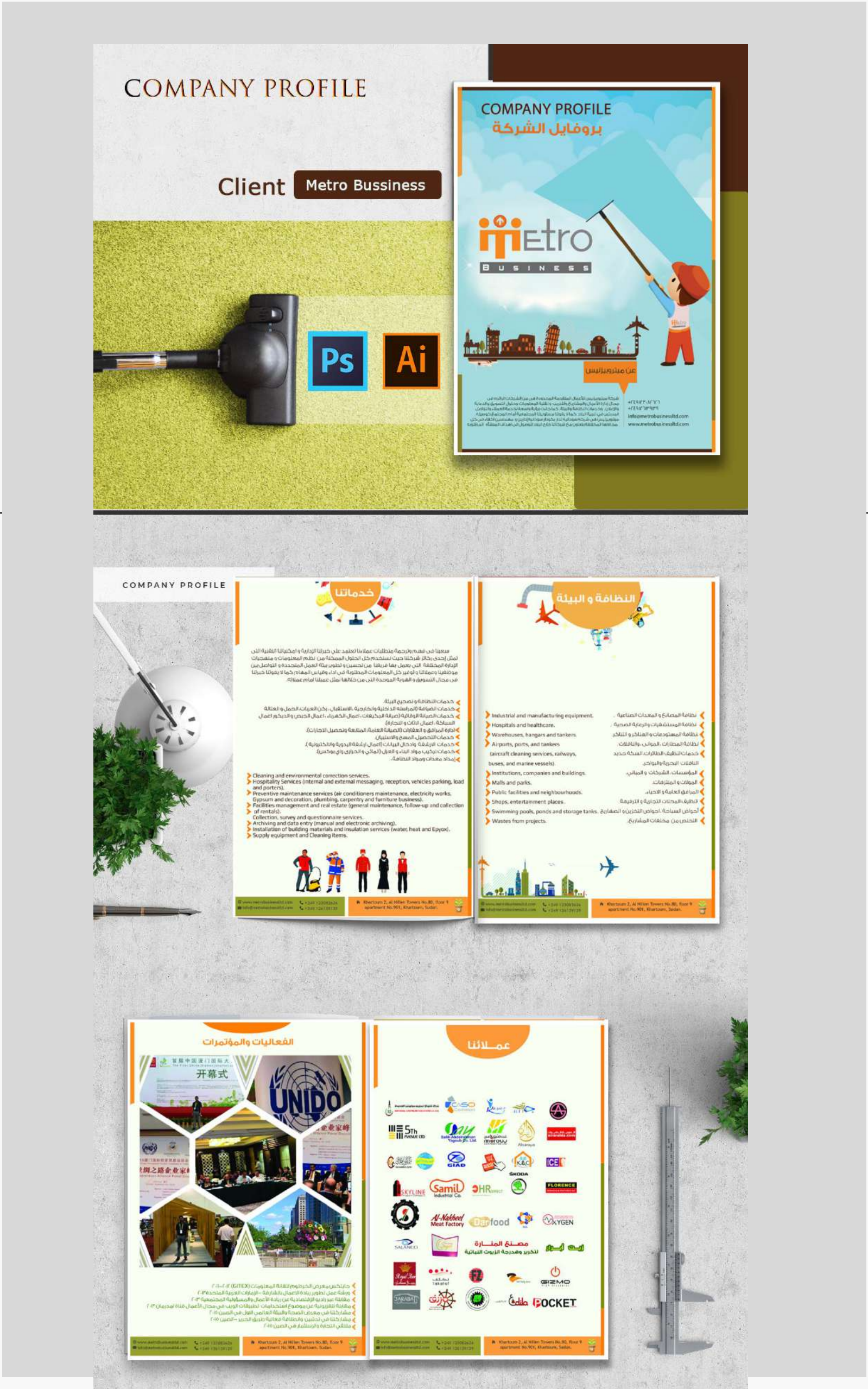


Brochure Designs

Mobisoft,

Metro Business

For More Details ➔



Company Profile

HJ technology, Brakat Co.

For More Details ↗

HJ technology



Barakat Co.



Character Design

Smart Government Project

For More Details ↗



Branding UI/UX



Logo and Identity Design for Remal Co.



PROBLEM

Remal entered the market as a new engineering consultancy with no prior brand presence. Without an identity, the firm faced the challenge of introducing itself in a crowded marketplace while communicating credibility, cultural relevance, and professional expertise from day one. The absence of visual systems and messaging risked leaving potential clients uncertain about the company’s values and capabilities.

NEEDS

Remal needed a complete, cohesive brand identity created from scratch—one that would establish immediate recognition and trust. The identity had to capture both the technical rigor of engineering and the cultural authenticity of the Saudi context, drawing on the desert and the lavender flower as meaningful motifs. Additionally, the brand required scalable brand assets digital and print to support business development.

SOLUTION

I developed a full brand identity system that launched Remal into the market with clarity and distinction. The work included a versatile logo system (primary, stacked, and mark-only), a refined color palette inspired by desert gold and lavender, typography choices for Arabic and English, pattern and texture treatments, and an identity guidelines document. Deliverables also included business cards, proposal templates, social media mockups, and stationery — all engineered to be scalable and consistent across touchpoints. The result: a market-ready brand that communicates professionalism, cultural rootedness, and forward-looking ambition from day one.

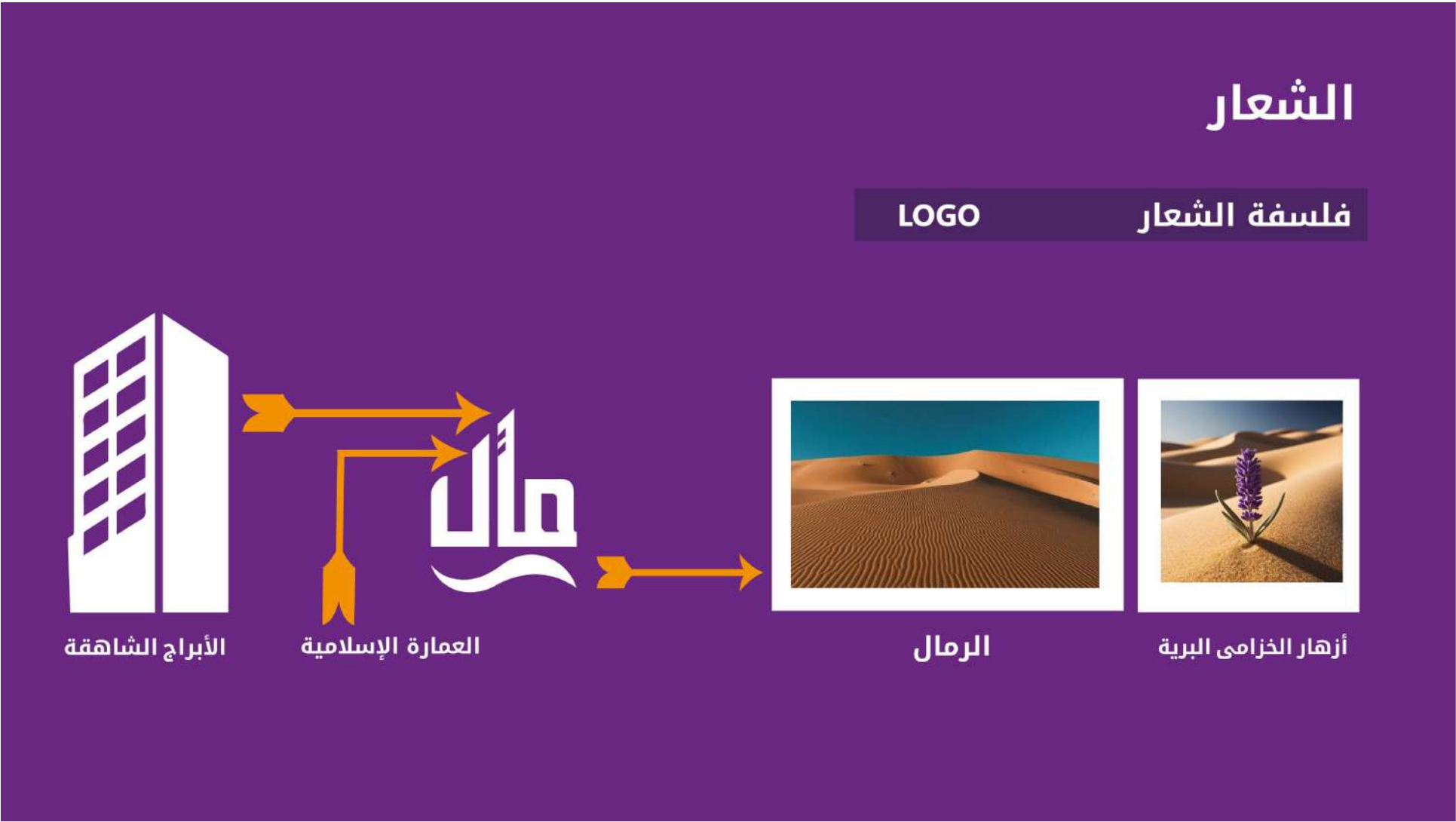
For More Details ↗



Logo and Identity Design for Remal Co.



For More Details ↗



Remal Brand Guidelines



هيكلية الشعار



Logo and Identity Design for Remal Co.

For More Details [➔](#)

الشعار

LOGO

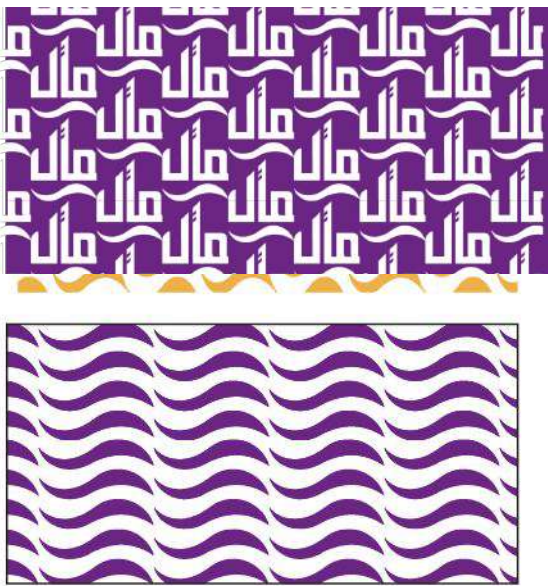
فلسفة الشعار

إن الرمال هي أصل الأشياء .. قال تعالى: (إنا خلقناكم من تراب). فالرمال تُشكل أصل الإنسان وأصل الأشياء فهي أساس قاع البحار ووجه الصحراء والمكون الرئيسي في العمارة والبناء. شعار رمال هو مزيج بين الأصالة والحداثة، فقد ضمم خطه الغربي بأسلوب جريء ومنظم يجسد قوة العمارة. فحرف الراء المنموذج أسفل كلمة رمال يُمثل تشكيلة الكتبان الرملية في الصحراء والتي تعتبر المكون الرئيسي في الجغرافيا السعودية العريقة، وحرف الميم يرمز إلى المجتمع السعودي الحيوي وما تحتويه تصاميم المنازل السعودية من أصالة وعمق في محافظتها على نشأت الأسرة والفرد وفق قيم وعادات وتقاليد عربية وإسلامية سليمة، ويرمز حرف الألف بالخط الصاعد للأعلى إلى تصاميم المباني الحديثة في عمارة المملكة والأبراج الشاهقة التي تعكس التقدم والطموح والنمو والازدهار، كما يرمز حرف اللام إلى العمارة الإسلامية من خلال انتشار مآذن المساجد الممتزجة مع العمارة السعودية، مما يُرسخ مكانة العلامة التجارية في سياقها المحلي السعودي. وبديل اللون البنفسجي للشعار إلى الإبداع والتفرد وتأصيل للثقافة والكرم السعودي، حيث يرتبط اللون البنفسجي (أو اللافتندر) في المملكة بأزهار الخزامى البرية التي تنفتح من خلال رمال صحارى المملكة وهضابها في فصل الربيع، وتم اعتماد هذا اللون بصفه رسمية في السجاد المخصص لمراسم استقبال ضيوف الدولة الرسميين ليعكس التراث

Remal Brand Guidelines



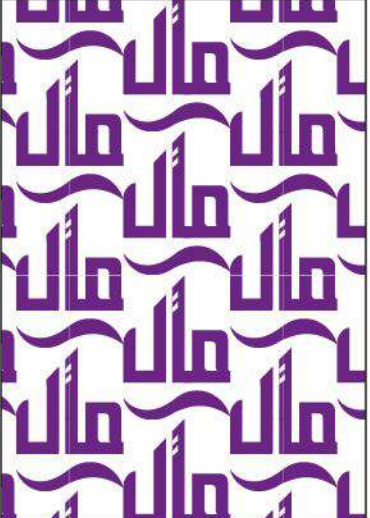
دليل العلامة التجارية



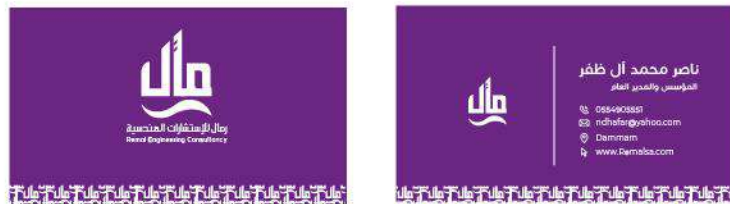
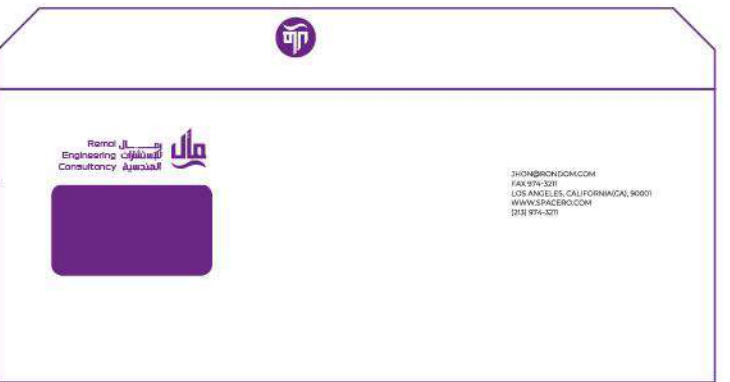
TECTURES



الأنماط



IDENTITY



0554905551 | ndhafar@yahoo.com | www.Remalsa.com

Logo and Identity Design for Remal Co.

For More Details ↗





MORE THAN A BOOKING PLATFORM,
IT'S A BEAUTY EXPERIENCE DESIGNED
JUST FOR YOU.



Brand Identity



UI/UX Design



Logo and UI/UX for Rawnagi Application.

PROBLEM

Women often struggle to discover trusted beauty professionals and book appointments efficiently because beauty services are scattered across multiple platforms, making the process time-consuming, inconsistent, and inconvenient.

NEEDS

Women need a simple, reliable, and centralized beauty booking experience that saves time and builds confidence in their booking decisions.

SOLUTION

Rawnaqi provides a centralized beauty booking platform that enables women to discover trusted salons and beauty specialists, compare services, and book appointments seamlessly through a single elegant and user-friendly experience.



For More Details [↗](#)

Logo

LOGO philosophi

فلسفة الشعار

The logo combines Arabic calligraphy with the subtle silhouette of a woman's profile. Its flowing curves are inspired by the movement of hair, representing femininity, elegance, and confidence. Enhanced by royal purple and gold tones, the identity embodies luxury and celebrates every woman's unique beauty journey.



Logo and Identity Design System

For More Details ↗

Rawnagi Brand Guidelines



LOGO A

LOGO B

LOGO C



CLEAR SPACE



COLORS

الالوان



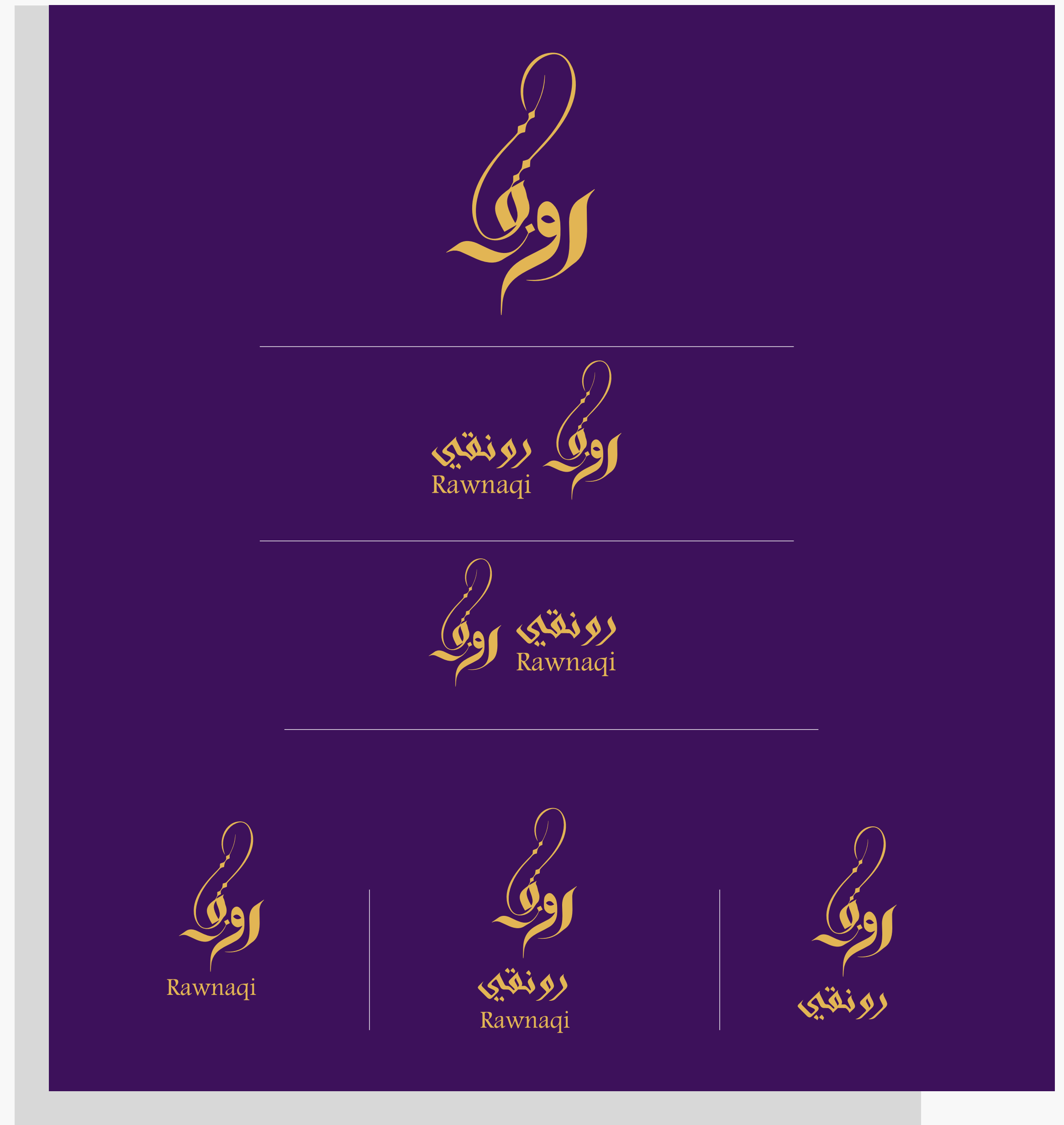
PRIMARY
#3E1258



ACCENT / HIGHLIGHT
#E2B555



#FFFFFF





رو نقي
Rawnaqi

Typography Design System

For More Details ↗

Date 01.11.2025

Typography



Aa

Font-Family: IBM Plex Sans Arabic الخط:

أ ب ج د ه و ز ح ط ي يا يب يج ي د يه يو يز يبط ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ
ا ب ح د ه و ر ج ط ا ب ب ب ح د ه نو ب ر ي ج ب ط ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ
<>?,:;"'{}|/!~1234567890

H3/Arabic
30.4px / 40px / SemiBold
العنوان الفرعي الثالث
Use for: Page section headers

H2/Arabic
34.2px / 44px / SemiBold
العنوان الفرعي الثاني
Use for: Major section headers

H1/Arabic
39.9px / 50px / SemiBold
العنوان الرئيسي
Use for: Main page titles, hero text

H5/Arabic
22.8px / 28px / Medium
العنوان الفرعي الخامس
Use for: Card titles, subsection headers

Body/Arabic
15.2px / 22px / Regular
النص الأساسي في التطبيق
Use for: Main body text, paragraphs, content

H6/Arabic
19px / 26px / Medium
العنوان الفرعي السادس
Use for: Small headings, section titles

Body Large/Arabic
17.1px / 24px / Regular
النص الكبير في التطبيق
Use for: Important content, emphasized text

Caption/Arabic
11.4px / 16px / Regular
النص المكتوب في التطبيق
Use for: Image captions, footprints, labels

Typography



Font-Family: IBM Plex Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$\$%^&*0_+~/'[]{}";:?,<>

Display 1 Regular	Display 1 Medium	Display 1 SemiBold	Display 1 Bold
Display 2 Regular	Display 2 Medium	Display 2 SemiBold	Display 2 Bold
Display 3 Regular	Display 3 Medium	Display 3 SemiBold	Display 3 Bold
Display 4 Regular	Display 4 Medium	Display 4 SemiBold	Display 4 Bold
Display 5 Regular	Display 5 Medium	Display 5 SemiBold	Display 5 Bold
Text 1 Regular	Text 1 Medium	Text 1 SemiBold	Text 1 Bold
Text 2 Regular	Text 2 Medium	Text 2 SemiBold	Text 2 Bold
Text 3 Regular	Text 3 Medium	Text 3 SemiBold	Text 3 Bold
Text 4 Regular	Text 4 Medium	Text 4 SemiBold	Text 4 Bold
Text 5 Regular	Text 5 Medium	Text 5 SemiBold	Text 5 Bold
Text 6 Regular	Text 6 Medium	Text 6 SemiBold	Text 6 Bold
Text 7 Regular	Text 7 Medium	Text 7 SemiBold	Text 7 Bold

Portfolio Design



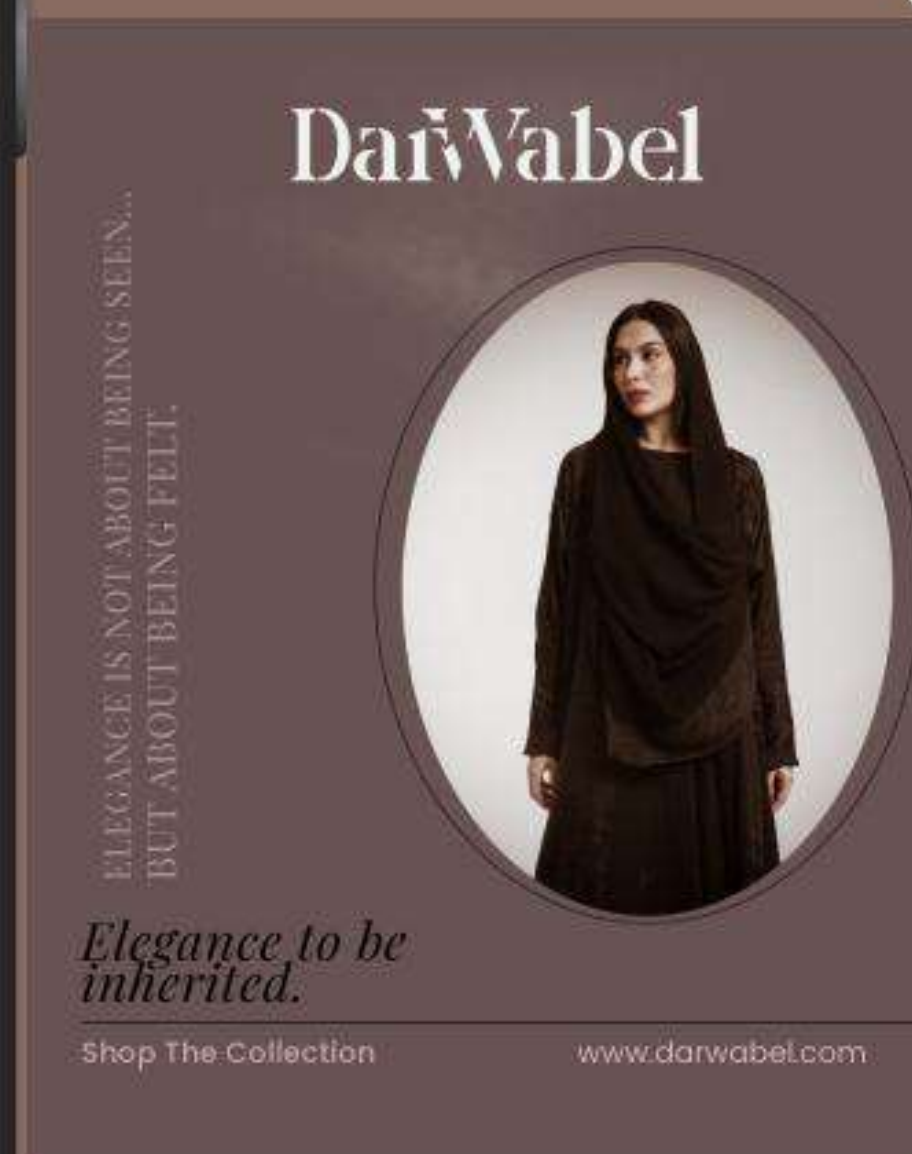
Instagram Posts Design



Instagram Posts Design



Instagram Posts Design



Social Media Design



Contact Us

WEBSITE

www.raniagraphics.com

<https://www.behance.net/raniagraphics>

SOCIAL MEDIA

Instagram/Twitter/Facebook/TikTok
[@raniagraphics](#)

LinkedIn: [Rania Mohamed](#)

For More Details ➤



BRAND IS MORE THAN JUST A LOGO

Thank
you.



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