Portfolio

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AIZAID

OCT2026

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AIZAID

Visual Identity • Branding • Advertising • Digital Design

Abdullah Turki AlZaid

Design With purpose



About Me

I am a senior Graphic Design student at the College of Arts, King Saud University, passionate about creating creative and impactful visual designs. I continuously strive to develop my skills. stay up to date with the latest design trends and transform ideas into meaningful, high quality visual solutions.

Contact

:Riyadh,Saudi Arabia

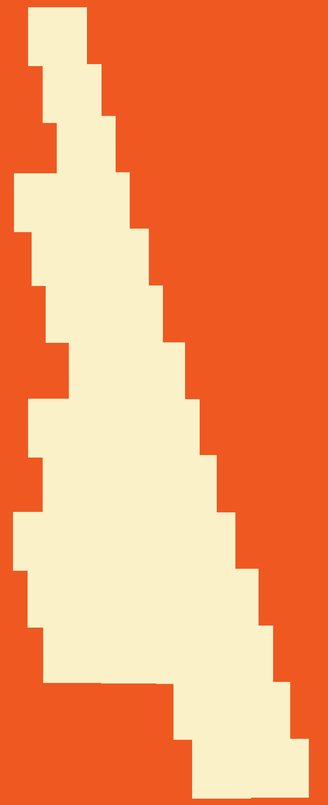
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From a point, to an idea, to a visual experience



01. The philosophy of the logo

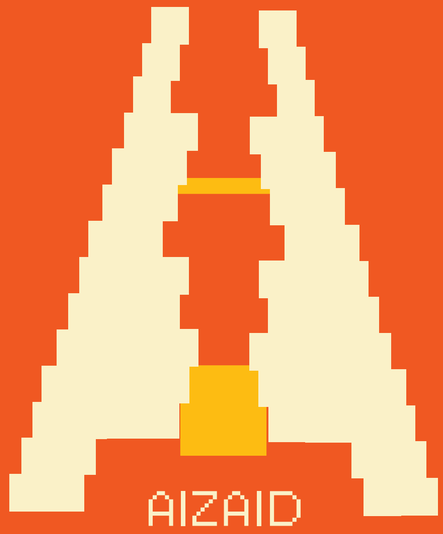
The philosophy of the logo

The logo is based on the integration of the Pen Tool and the letter “A” into a single visual form, reflecting the connection between design tools and creative ideas.

The Pen Tool represents the process of creating and shaping visual elements, while the letter “A” represents the core of the my name AIZAID.

The pixelated style adds another layer to the concept, inspired by Adobe Photoshop and the digital nature of graphic design. Pixels represent the fundamental building blocks of digital imagery, highlighting the idea of transforming simple elements into a complete and meaningful visual composition.

Together, the Pen Tool, letter A, and pixel-inspired form create a visual identity that represents creativity, digital design, and the transformation of ideas into impactful visual solutions

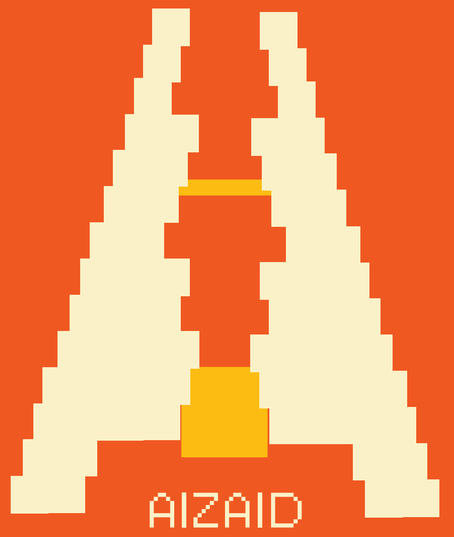


02. The Message

The Message

is a creative design brand built around the idea of transforming simple ideas into distinctive visual experiences. The brand combines creativity, precision, and digital innovation to create visual solutions that are both meaningful and memorable.

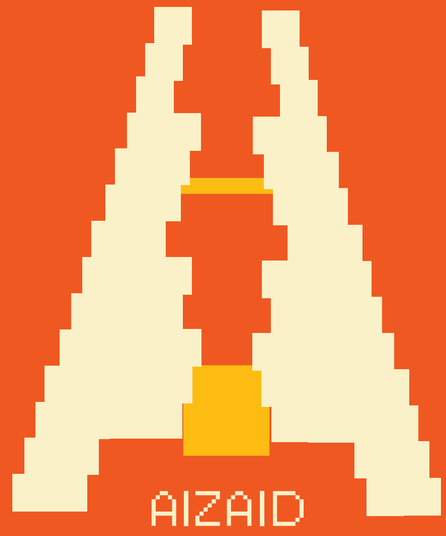
seeks to create designs that go beyond aesthetics by connecting concept, structure, and visual communication. Through thoughtful design and digital tools, the brand transforms ideas into visual identities and experiences that communicate clearly, create impact , and leave a lasting impression.



03.MY Goals

MY Goals

- Transform Ideas into Visual Solutions
- Build a Distinctive Visual Identity
- Combine Creativity with Precision
- Embrace Digital Innovation
- Create Meaningful Visual Experiences
- Enhance Visual Communication
- Continuously Evolve in Design



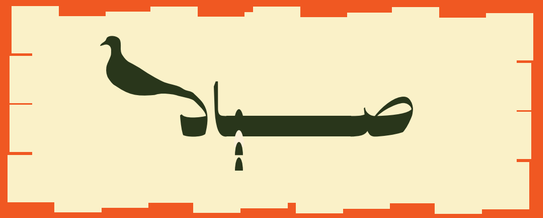
04. Creative Space

Creative Space

Visual Identity

Visual identity is the language through which a brand expresses its personality and values. In this section I showcase my work in designing visual identities that combine concept and clarity, from creating logos and choosing colors and fonts to developing cohesive applications that give each brand a distinctive presence.





ADDRESS
FACILITY MANAGEMENT

The visual identity for ADDRESS, a facility management brand, reflects precision, reliability, and care for spaces. The design features a wordmark that highlights the letter R in orange, paired with a visual pattern created by repeating and mirroring the letter. Navy blue, orange, and warm gray form a balanced palette, while the identity extends across stationery, staff uniforms, and digital applications to create a clear and consistent brand presence.





صياد

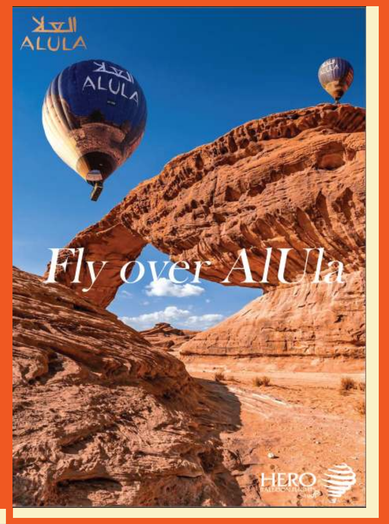
The visual identity for Saiad, a Saudi platform for organizing hunting trips, draws inspiration from local nature and heritage. The logo integrates a turtledove into the Arabic letter Dal and reimagines the two dots beneath Ya as hunting rounds, connecting the brand's name to its concept. Deep green and sandy beige complement a pattern inspired by bird tracks, expressing authenticity, a spirit of adventure, and a connection to the natural environment.

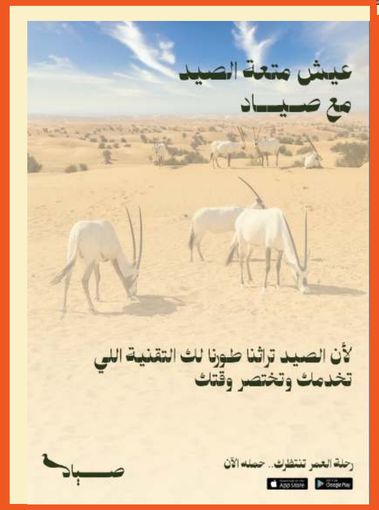


Creative Space

Poster Design

This section showcases my poster designs, where typography, imagery, and color come together to communicate ideas with clarity and impact. Each design explores a distinct visual concept, balancing creative expression with thoughtful composition and a clear message.





Creative Space

Infographic

These infographics highlight Saudi Arabia’s cultural diversity and traditional handicrafts through maps, icons, and clear visual organization. The designs simplify information and guide viewers through regional traditions and crafts, presenting cultural heritage in an accessible and engaging way.





Creative Space

Brochure

A brochure designed for TOURISE, a Saudi tourism forum, combining bold typography, a blue color palette, and colorful graphic accents. The folded layout organizes event information, key participants, and sponsors into clear sections, creating a cohesive and easy-to-read promotional piece.





Drive

https://drive.google.com/drive/folders/1f9S8kclHXHOQue4G52Fj7jKnA06TprMS?usp=sharing