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PORTFOLIO

2025

Malak Khalifi

Graphic Design

Hello my name is

Malak Khalifi

And design is how I turn concepts into clarity. With 3+ years of experience in branding and digital design, I bring a deep understanding of design fundamentals and advanced expertise in Adobe Creative Suite. My focus is on creating bold, niche-driven visuals that strengthen brand identities, communicate messages with precision, and deliver results that truly make an impact.



Let's work together

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behance.net/malakhalifi
@malakbranding

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Education

Nisantasi University | 2022 - 2026 GPA : 3.6 / 4.0
New Media and Communication

Key Skills

Branding Digital Designs Digital Illustrations
Motion Graphics Editorial Design Layout Design
Video Editing Communication Visual Thinking

Certificates

CorePro - Video Editing and Motion Graphics
Completed 120 hours of advanced training in Video Editing and Motion Graphics combining theory, practice, and creative projects.
Meta - Introduction to Social Media Marketing
Trained in building an online presence, managing accounts, creating engaging content, and developing a strong brand image.

Experience

- Graphic Designer
Freelancer | Oct 2023 – Present
- Video Editor
In Time Education | Aug 2025 - Present
- Graphic Designer
Islamabad International Film Festival | Oct 2024 – Apr 2025
- Graphic Designer
Index Agency | Apr 2024 – Jun 2024

Softwares



Activites

- Graphic Designer Volunteer
Kanoon 8 Monment | Mar 2025 - Jun 2025
- Grappic Designer Volunteer
Nisantasi University,
Syrian Students Club | Dec 2022 - Feb 2025

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Table of Content

LogoFolio
Branding
Digital Designs
Illustrations

Throughout my career, I have created many logos and visual identities in different styles, directions, and languages that support each brand in all its details and are specifically designed to highlight the essence of the brand.

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HEVO STUDIOS.

FE FITNESS

PREMIER SCHOOL

Bloom Bowls

The ANGEL Marketing

Sōdō studio Pilates & Yoga

VANTAM

Outspoken

Islamabad International Film Festival

نسمة ابدأ صح

EXHALE Therapeutic services

Plastic Surgery

Vantam

Vantam is a premium streetwear brand that boldly blends modern architectural art with authentic Arabic culture, redefining street fashion with originality and cultural pride.

The brand struggled without a unique name or identity to express its vision. It faced the challenge of standing out in a crowded, trend-driven streetwear market and needed a cohesive strategy, visual identity, and communication system that balanced Arab authenticity with modern innovation across digital and print.

Branding Solutions

Named the brand “Vantam,” inspired by Vantablack, symbolizing depth, power, and boldness, with “M” representing personal strength in streetwear culture.

Positioned the brand as a fusion of heritage and modernity, elevating Arabic identity into a global, luxurious street fashion context.

Applied the brand identity consistently across social media, print, and advertising for a unified presence.

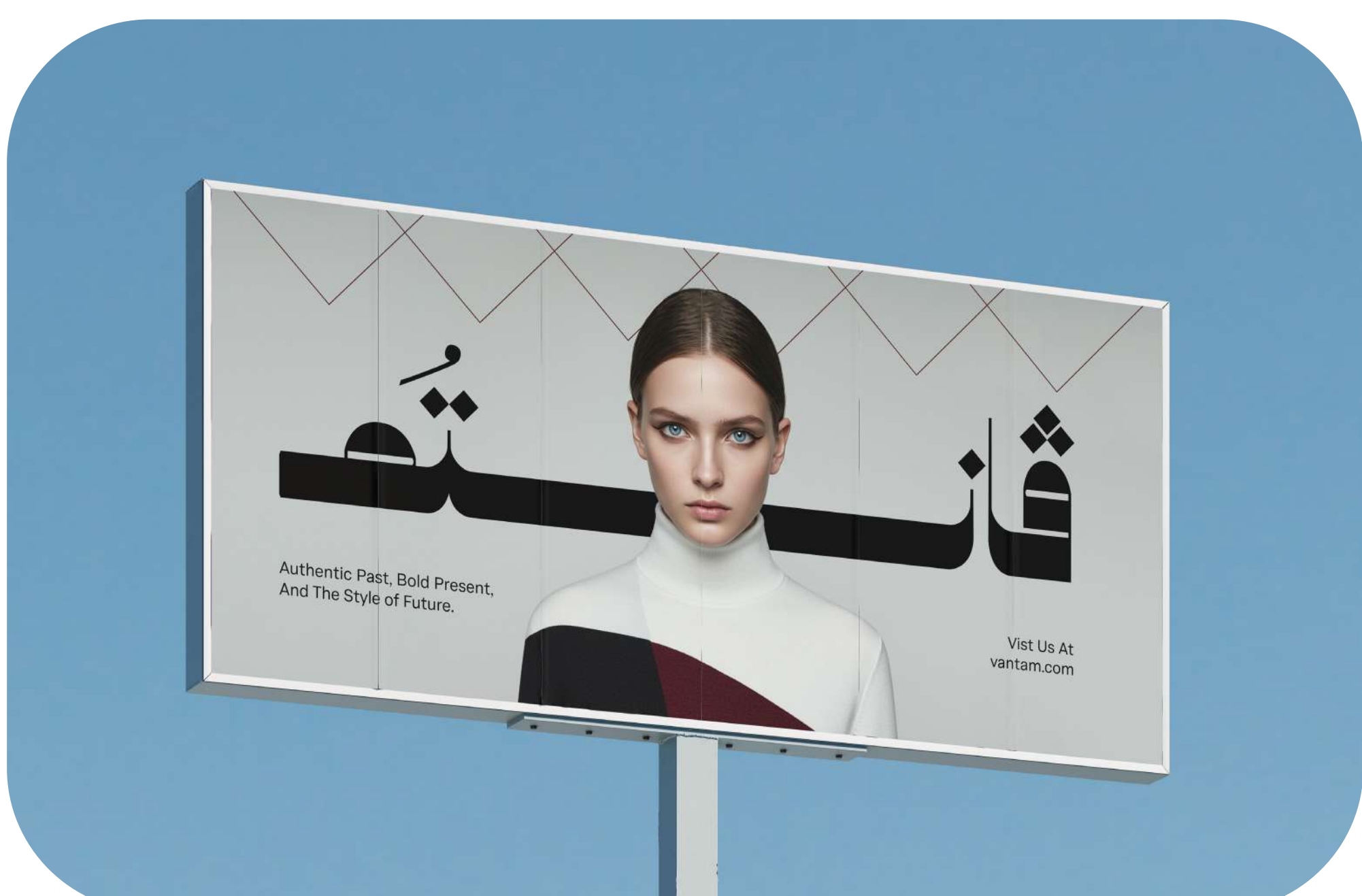
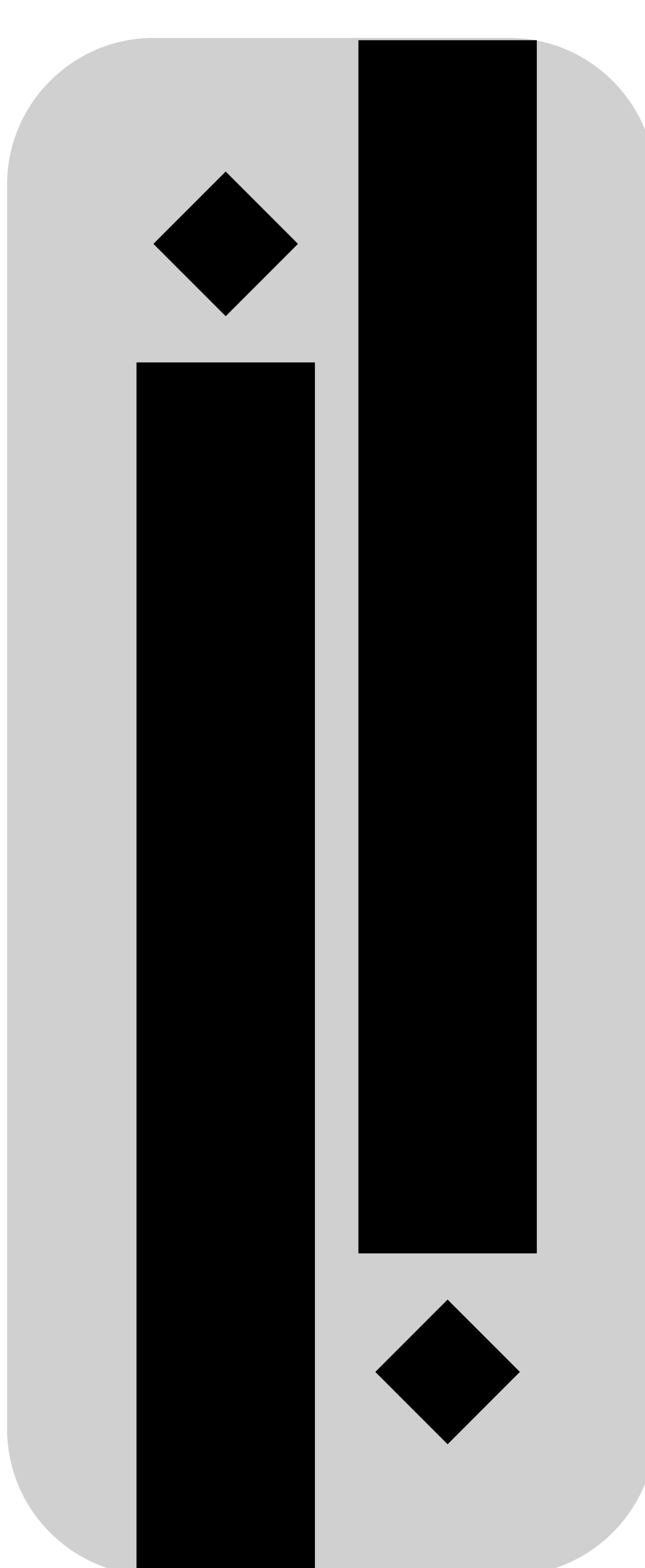
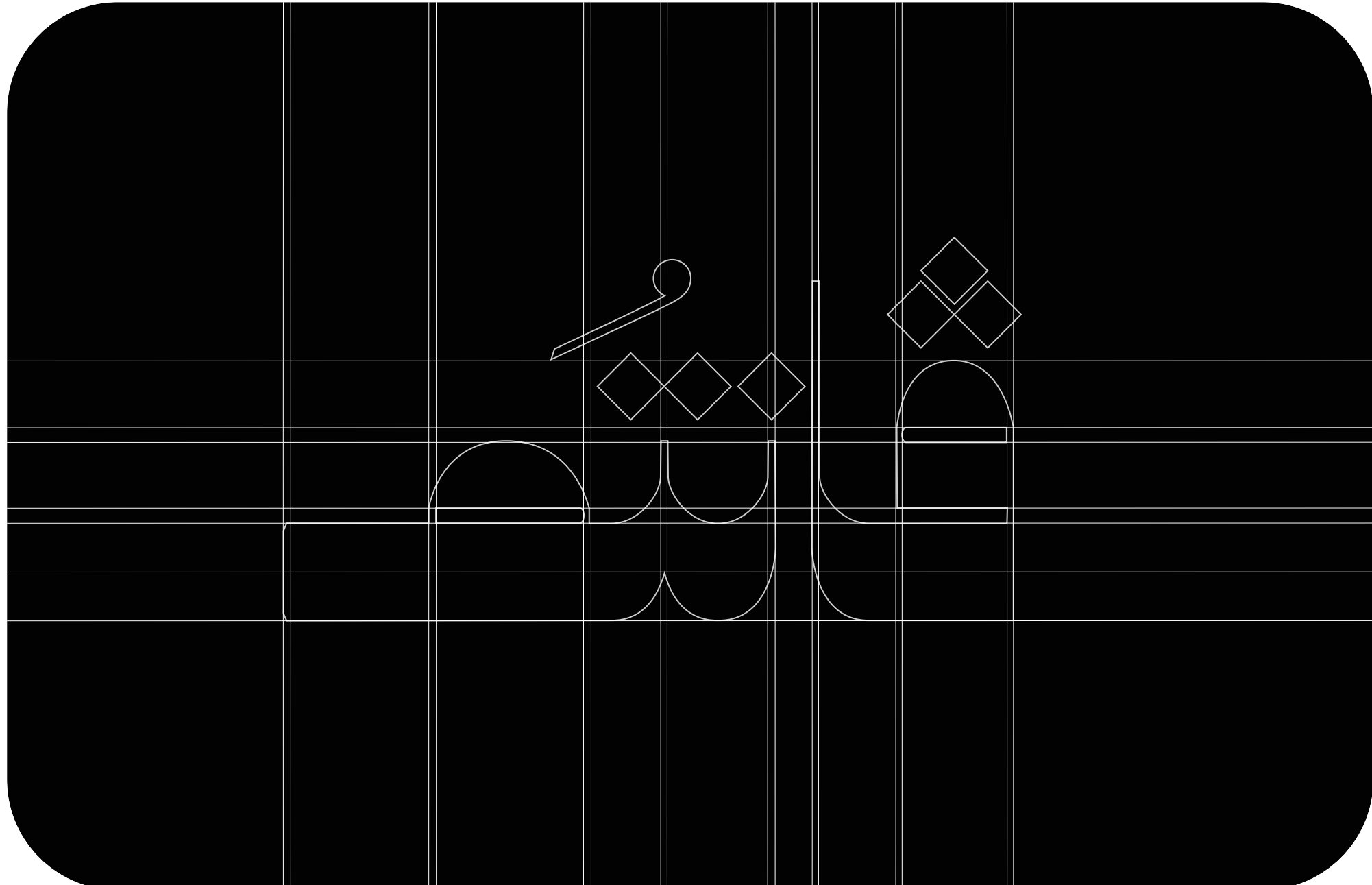
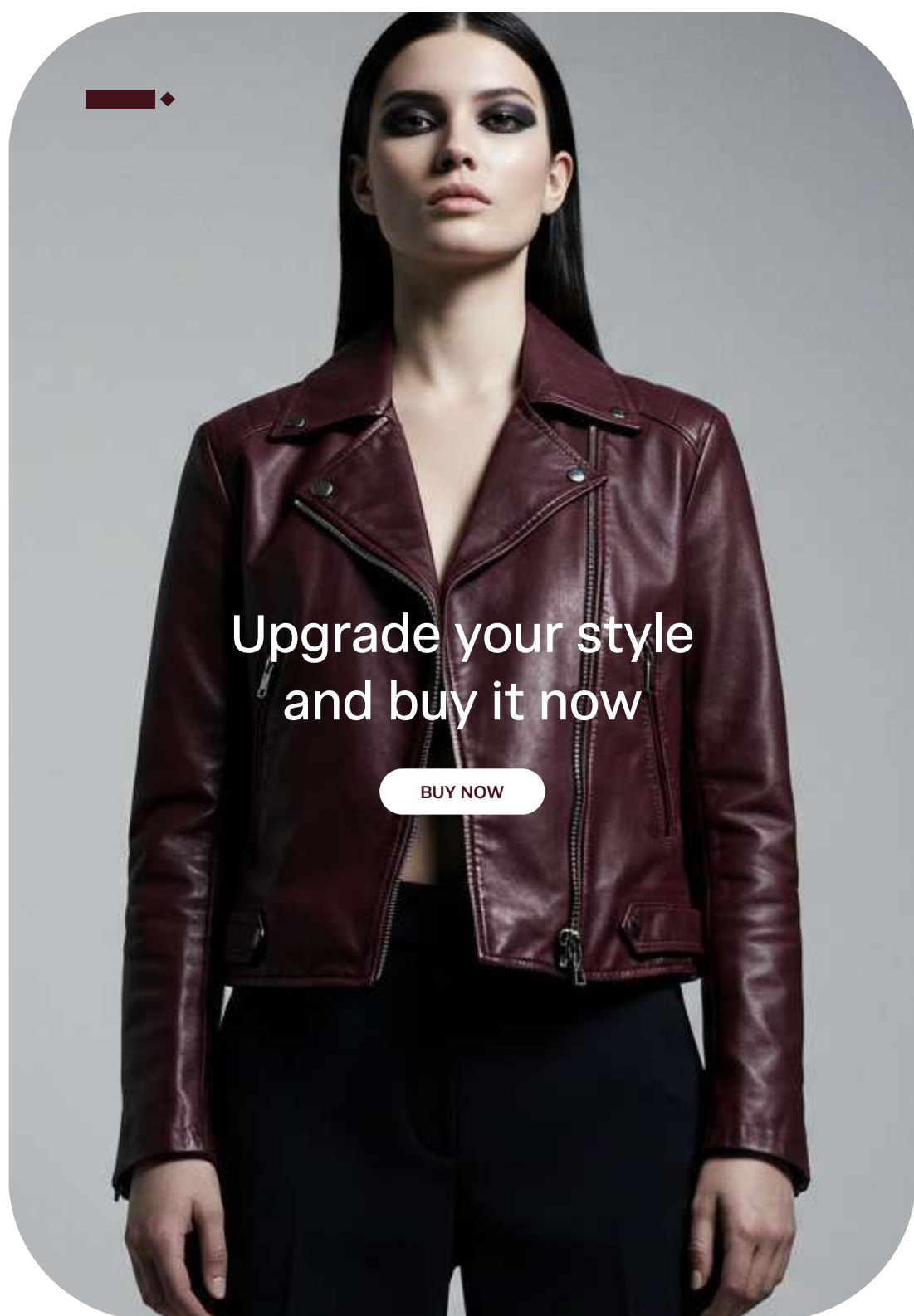
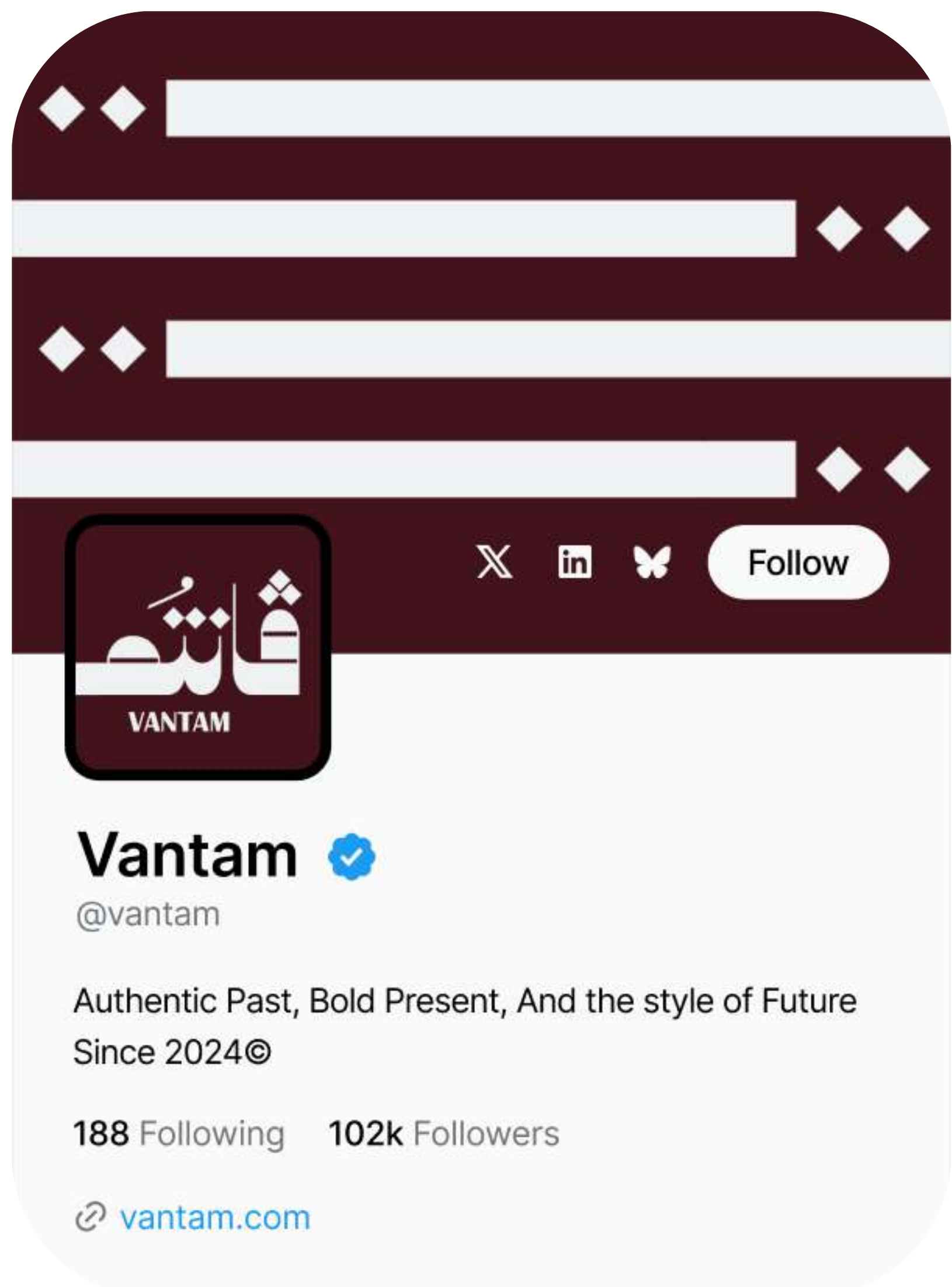
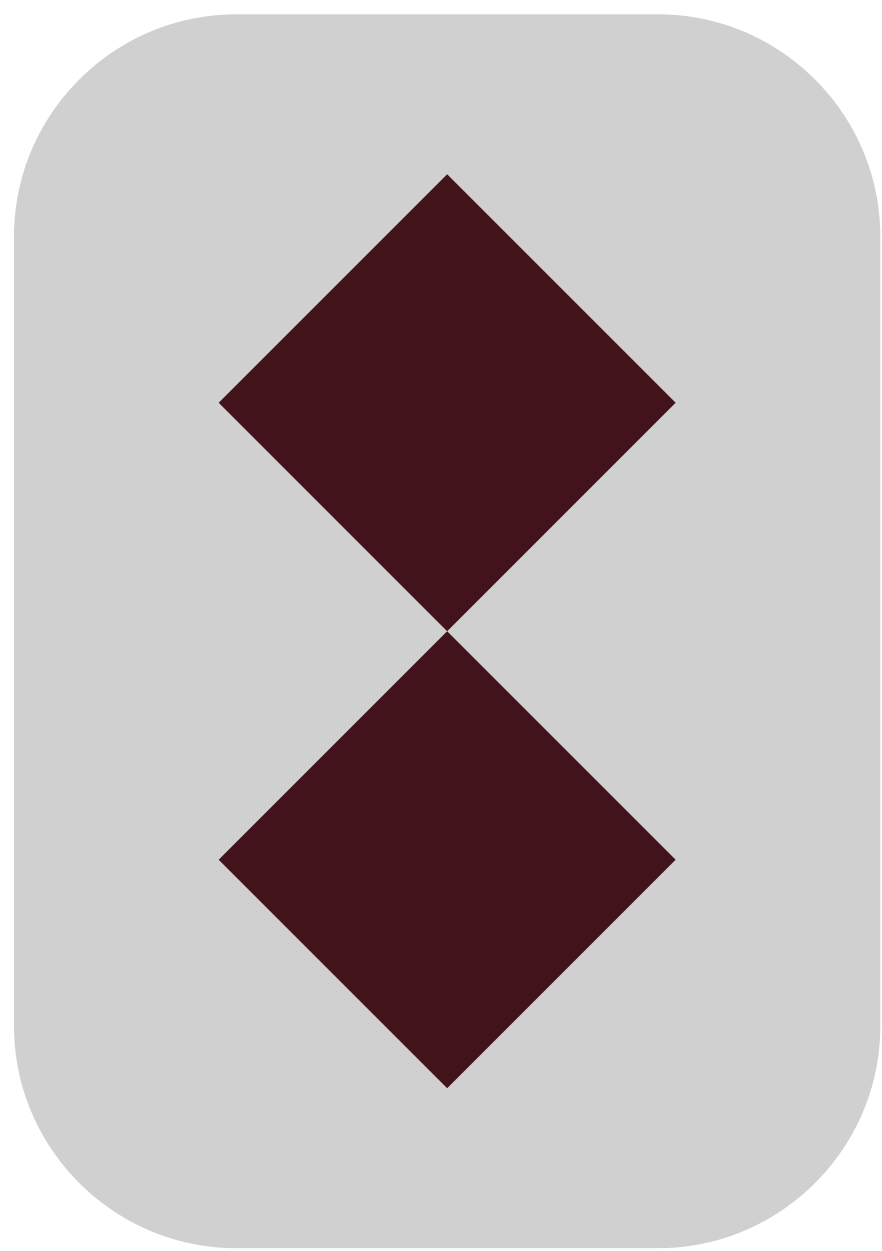
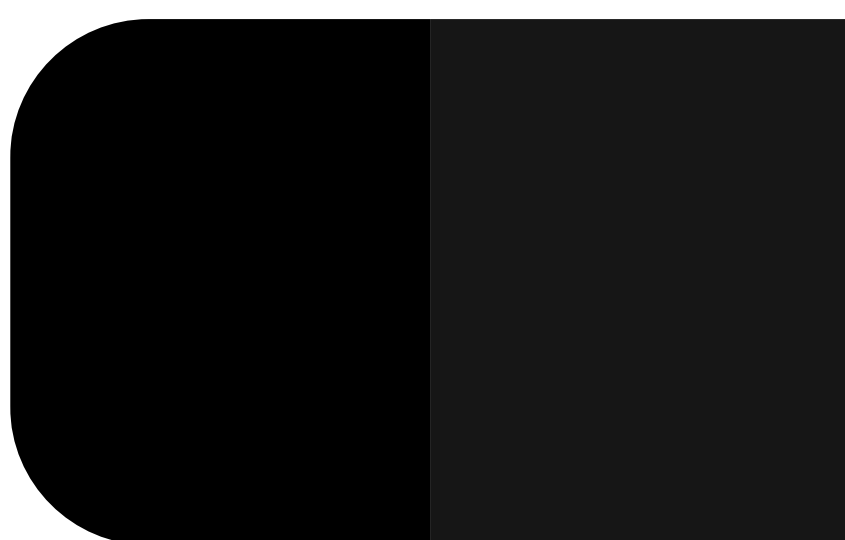
Brand Image

The perception we aim to create in the audience's mind:

Vantam is seen as a sophisticated streetwear brand that fuses cultural heritage with modern architectural design, offering bold, luxurious fashion for those who value originality and creative expression.

Logo Concept

Designed a typographic logo system that merges the verticality of skyscrapers with Arabic-inspired letterforms, balancing architectural geometry with cultural authenticity to create a bold, modern identity.



IIFF

The Islamabad International Film Festival (IIFF) is a platform that bridges global cinema with South Asian narratives, giving space for bold voices and cross-cultural dialogue.

The brand struggled with a lack of clarity in its identity and personality, leaving audiences unsure of what it truly represented. The old logo carried no story or deeper meaning, and the festival needed a renewed identity that could capture its essence while opening it up to the world stage.

Branding Solutions

Developed a clear brand strategy that gave IIFF a modern yet authentic identity aligned with its values.

Designed a flexible logo system with variations adaptable to any platform, size, or application.

Built a cohesive visual language that strengthened the brand's presence across print, digital, and environmental media.

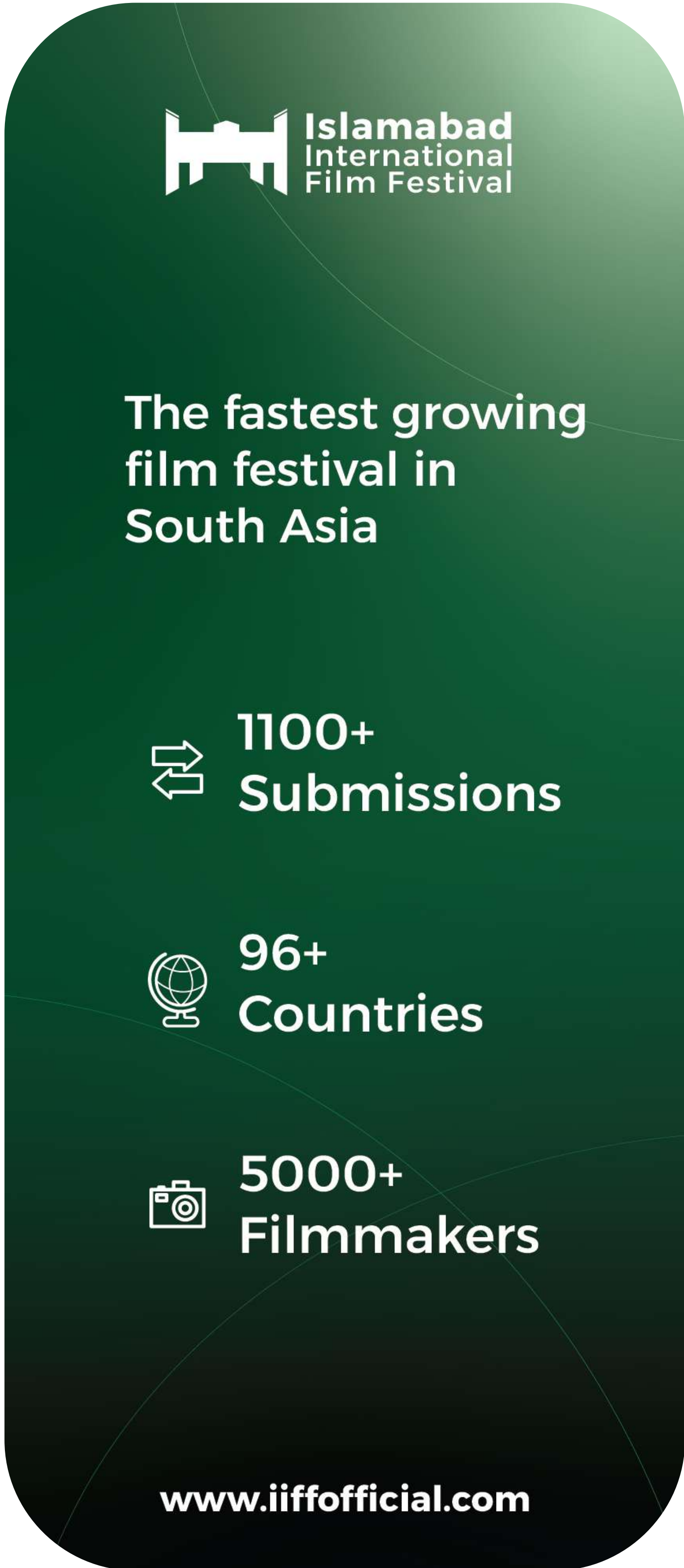
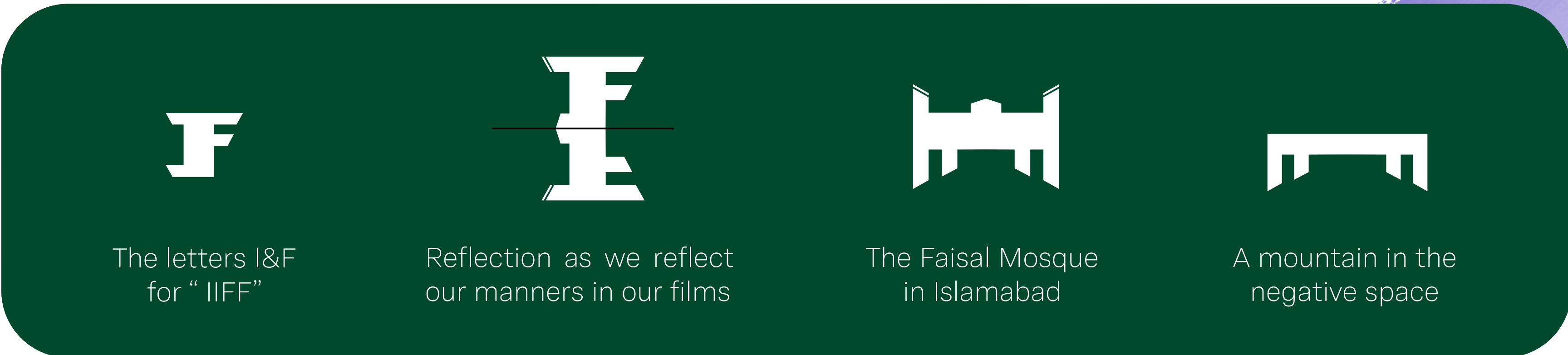
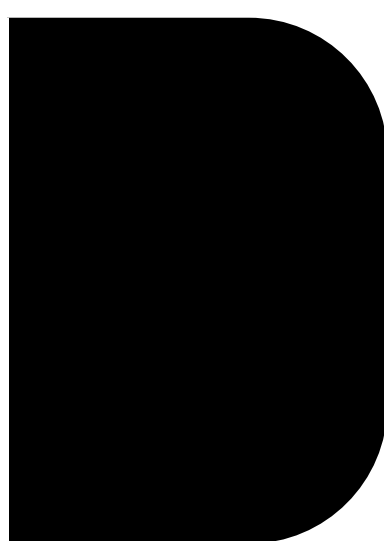
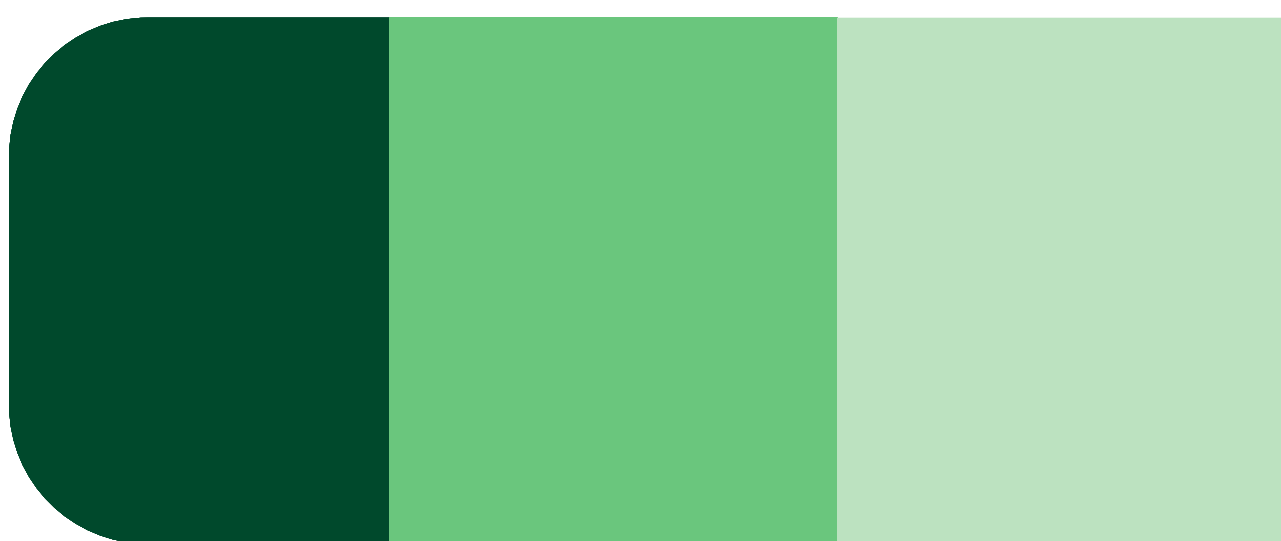
Brand Image

IIFF is seen as:

A progressive cultural platform that celebrates prosperity through creativity, fosters genuine connections and community, and proudly opens the world to the richness of Pakistani culture where diverse stories are not only shared but celebrated on a global stage.

Logo Concept

The concept is explained below:



GK

GK Plastic Surgery is a leading center for advanced cosmetic procedures seeking a luxurious and professional identity that reflects natural beauty and expert care.

The brand lacked a clear identity and defined values, making it difficult to stand out. We helped uncover its core direction and built a cohesive brand that communicates trust, professionalism, and luxury.

Branding Solutions

Developed a brand strategy that clarified the center’s values, vision, and positioning in the market.

Designed a luxurious visual identity that communicates trust, professionalism, and refinement.

Created a flexible logo system adaptable across medical, digital, and promotional applications.

Built a cohesive visual language with supporting designs to ensure consistency across all touchpoints.

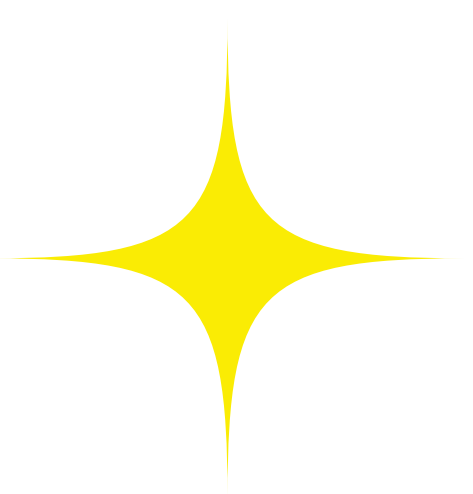
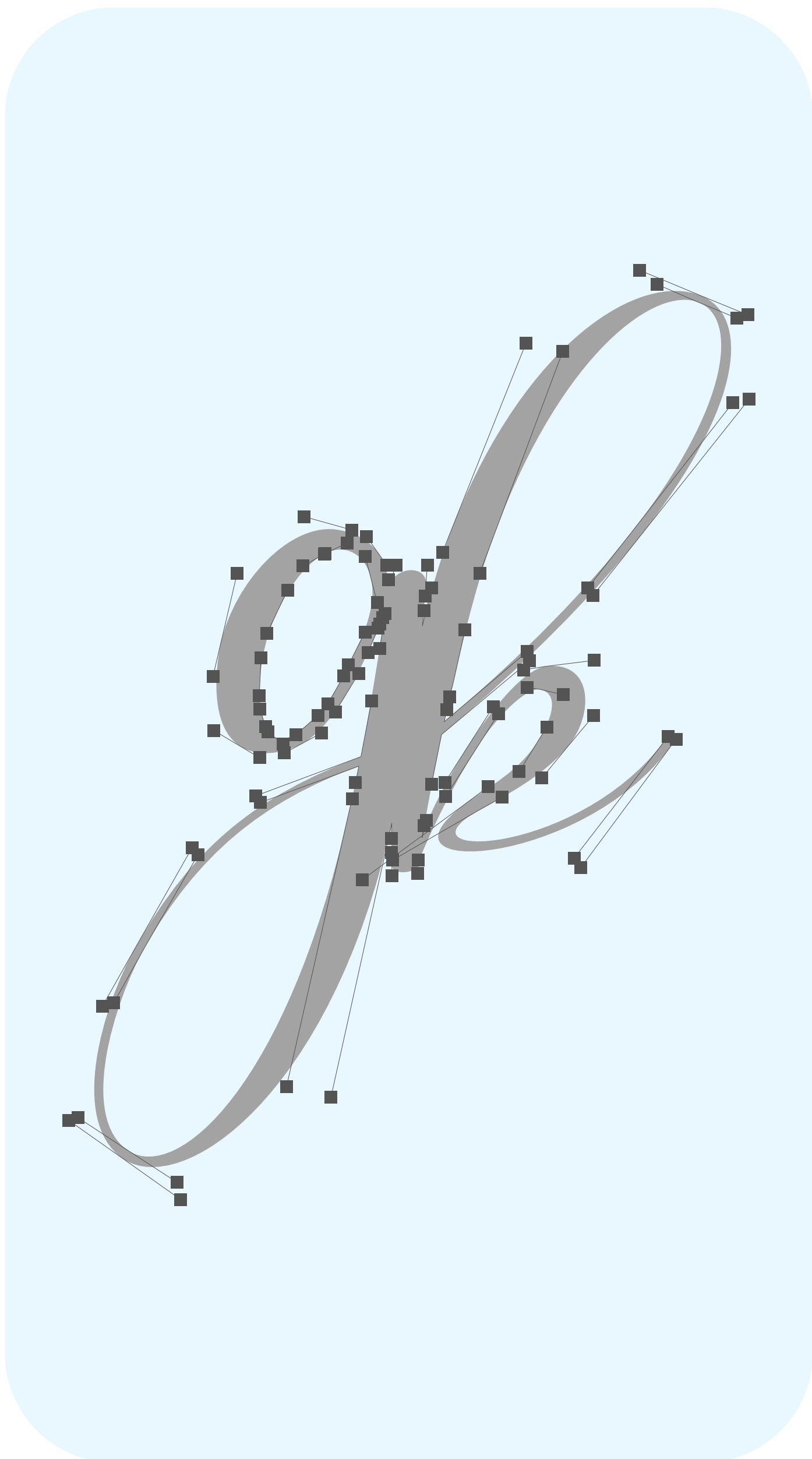
Brand Image

GK Plastic Surgery is positioned as:

A refined and trusted destination for aesthetic transformations, where natural beauty is elevated with professional expertise. The brand embodies elegance and fluidity delivering results that feel effortless, authentic, and sophisticated, while maintaining the highest standards of medical care.

Logo Concept

The GK Plastic Surgery logo symbolizes “BEAUTY LASTS FOREVER” through an infinity-inspired monogram. The flowing script conveys luxury, elegance, and fluid expertise, while the clean typography adds professionalism and trust—reflecting.



BEAUTY LASTS FOREVER



HEVO STUDIOS

HEVO STUDIOS is a bold production company aiming to stand out in the competitive film and media industry with a modern and confident identity.

The challenge was the lack of a distinct visual language that could capture its innovative approach while resonating with the cinematic world. The brand needed a strong, memorable identity that communicates professionalism, creativity, and confidence in every detail.

Branding Solutions

We created a bold, modern visual identity that reflects HEVO's professionalism and cinematic edge, making the brand instantly recognizable.

We developed a clear, confident brand voice that tells HEVO's story, emphasizing innovation and positioning the studio as a leader in film and media production.

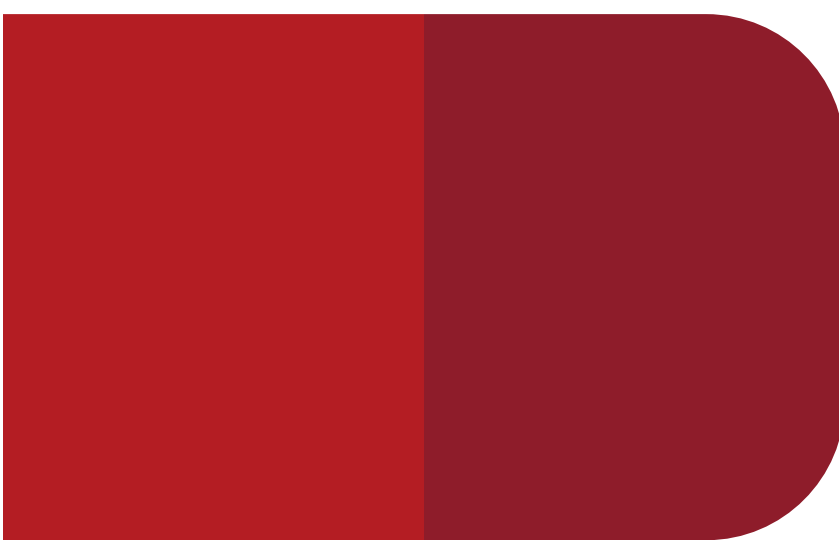
Brand Image

IIFE is seen as:

A progressive cultural platform that celebrates prosperity through creativity, fosters genuine connections and community, and proudly opens the world to the richness of Pakistani culture where diverse stories are not only shared but celebrated on a global stage.

Logo Concept

The concept is explained below:



Action: A playful change of the letter V to align with the brand's mission as a film production company.

A bold sans serif font: To grab attention and to give a modern, timeless vibe.

HEVO STUDIOS

A full stop: It shows HEVO's confidence in itself and that it is not just a production company but more.



RICOO

Rico is an iced coffee brand that blends the elegance of Italian coffee culture with a playful, memorable twist. Featuring a friendly cat mascot, the brand connects with consumers who value high-quality coffee and fun experiences.

Before developing its identity, Rico needed a cohesive visual and experiential language to stand out in a competitive market while balancing sophistication and playfulness.

Branding Solutions

We created a playful yet elegant visual identity that captures Ricoo's Italian coffee inspiration while making the brand approachable and memorable.

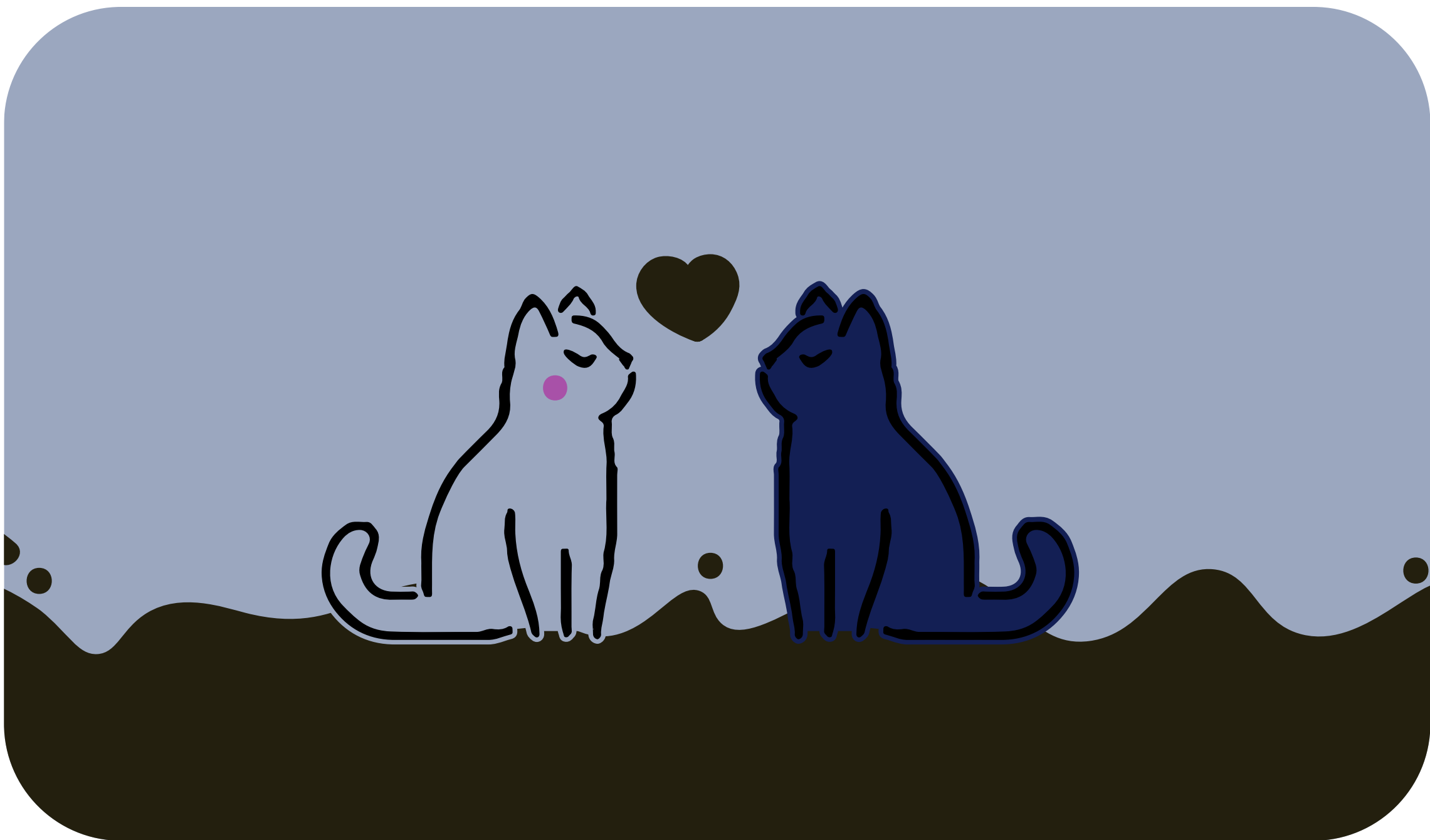
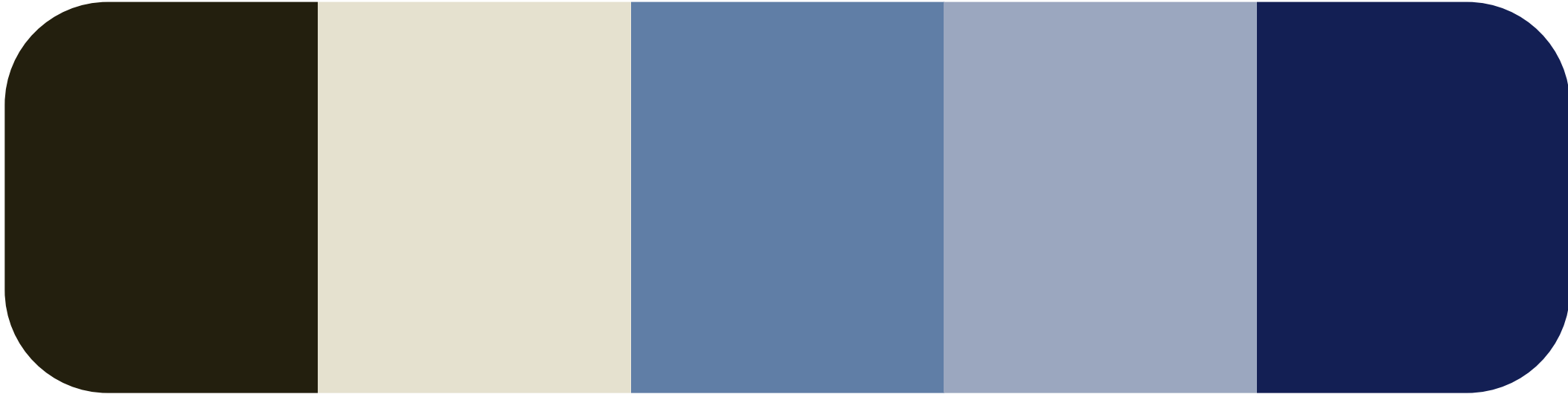
We developed a friendly, lively brand voice centered around the cat mascot, emphasizing high-quality coffee and a joyful, unique experience for consumers.

Brand Image

Rico's brand image combines elegance with a playful, approachable personality. The sketch-style cat mascot adds joy and memorability, while bold typography and a warm milky-brown and blue palette convey quality and sophistication. Overall, Rico presents a premium yet fun iced coffee experience that resonates with its audience.

Logo Concept

For the logo, we designed a playful, sketch-style cat mascot holding a cup of Italian coffee, adding a joyful and approachable touch to the brand. Paired with a bold sans serif font that instantly grabs attention, the design features a milky, brown, and blue color palette to create a strong connection with the niche audience.



Premium iced coffee



Outspoken

Outspoken is a vibrant, forward-thinking café in New York that brings a sense of community to the city. Welcoming people from all walks of life, the brand offers exceptional coffee and always-fresh, organic snacks in a lively and playful atmosphere.

Outspoken struggled with a lack of cohesive identity that reflected its vibrant, community-focused personality. The brand also needed to balance playfulness with the professionalism expected from a high-quality, organic café.

Branding Solutions

Designed a lively, approachable logo that captures Outspoken's playful and energetic personality.

Developed a cohesive visual identity with vibrant colors, friendly typography, and engaging graphics for consistency across all touchpoints.

Created packaging that highlights fresh, organic products while reinforcing the brand's fun, community-focused spirit.

Brand Image

Outspoken's brand image is

Vibrant, playful, and community-driven, reflecting its energetic café culture. The friendly, approachable visuals and fun color palette create a welcoming atmosphere. Overall, the brand balances fun and professionalism while highlighting quality and freshness.

Logo Concept

The concept is explained below:



THE YELLOW PART
REPRESENT A FACE
OPENING IT MOUTH
WIDLY

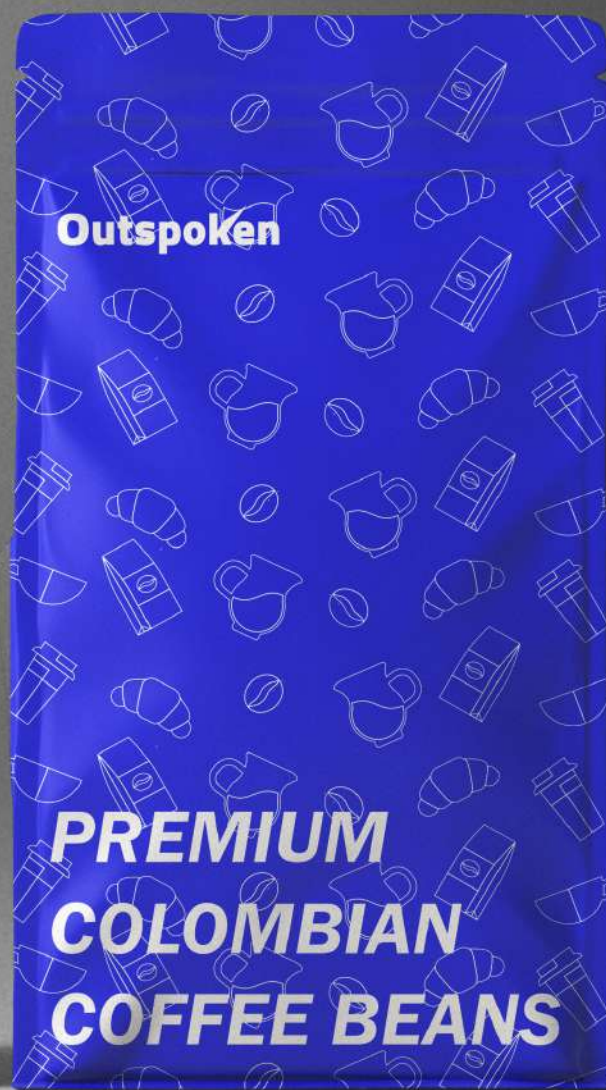
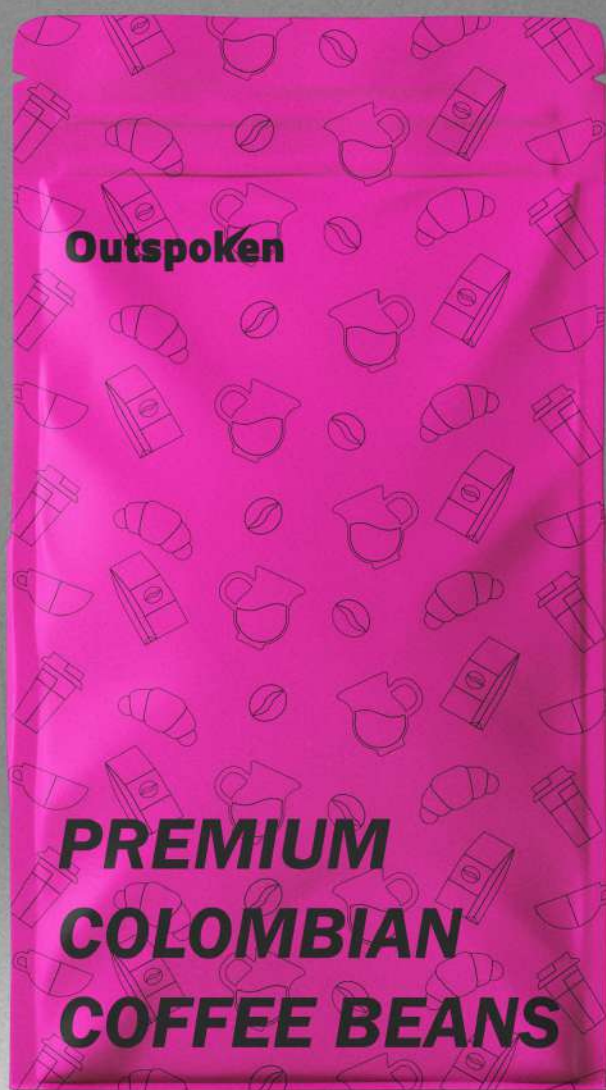
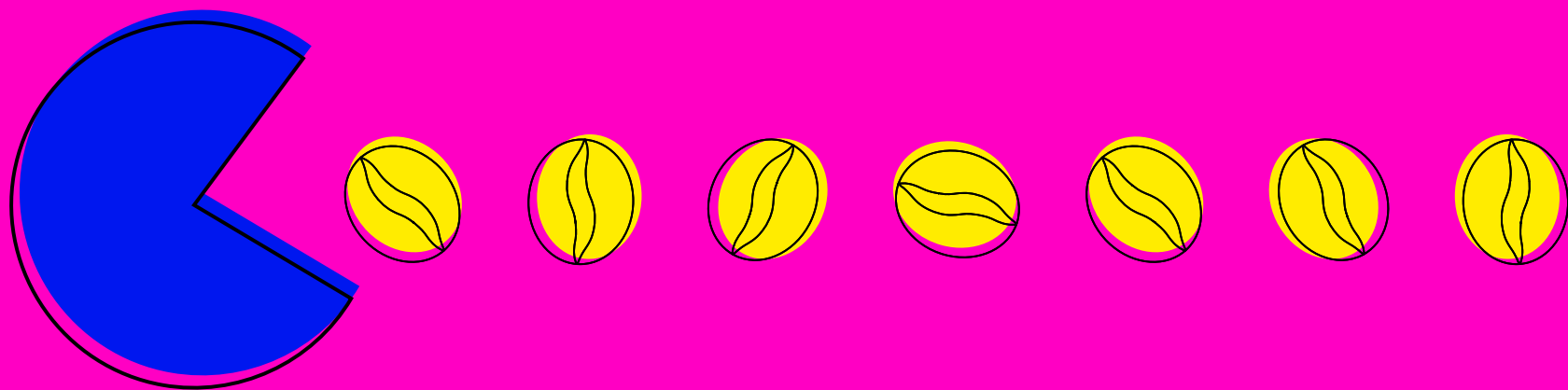


THE BLACK PART
REPRESENT
A COFFEE MUG
INSIDE THE FACE

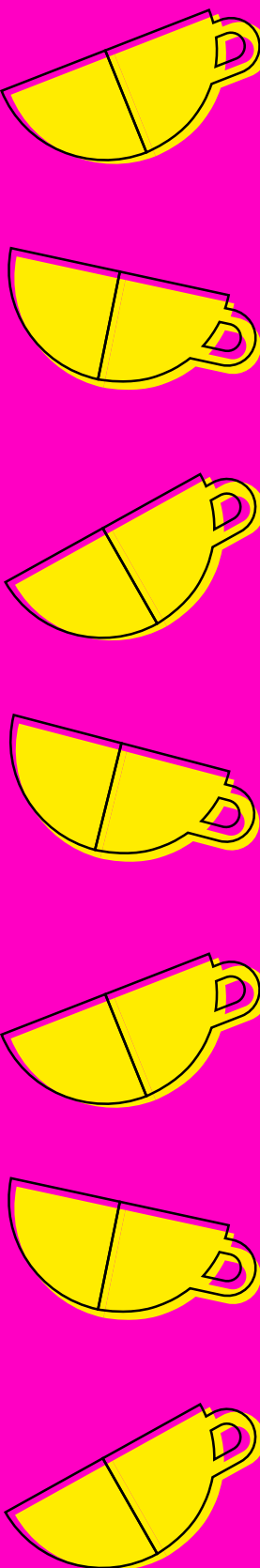


TOGETHER THEY
REPRESENT BOTH
THE MEANEING
AND THE NICHE

Outspoken



Be yourself with us.





Digital Designs

حركة 8 كانون
8 Kanoun Movement

ويل لأمة تلبس مما لا تنسج، وتأكل
مما لا تزرع، وتشرّب مما لا تعصر

جيران خليل جبران

8Kanoon




LERRA
 CLINIC

هل تعلم بأن نقص فيتامين دال
 قد يكون سبب تعبك المستمر

+90 539 926 88 88

تركيا - اسطنبول - باغجلار

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LERRA
CLINIC

هل تعلم بأن قلة النوم ترفع من
هرمون الكورتيزول وتضعف التركيز

☎ +90 539 926 88 88

📍 تركيا - اسطنبول - باغلار

A white bottle of Dove Eventone cream with a red cap. The label features the Dove logo, a gold bird, and the text 'eventone', 'cokuk Altı Karamsina Etkin Bakiim', 'Yemlendirici krem', and '48h'. The bottle is set against a pink background with falling petals and a green leaf-like shape at the bottom.

[illegible]

2ND
ISLAMABAD
INTERNATIONAL
FILM FESTIVAL

26-27 APRIL 2025



MIMI
LUXURY MODA

مساحات أوسع وشكل أنيق



جيب لسماعاتك
ومحفظتك

مساحة للهاتف
والفلاش

مساحة لباوربانك

جيب للبطاقات

@mimi.moda.tr +905360116940



بي بي
 اي تجايد



@mimi.moda.tr

+905360116940

حركة 8 كانون
8 Kaanoon Movement

التعليم كالماء والهواء،
حق لكل إنسان

طه حسين

ش @ 8Kaanoon

أنتِ تختارِ
وإحنا نسركل

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LERRA
 CLINIC

تجاهلك لآلام
 قد يكلفك غدا الكثير

+90 539 926 88 88

تركيا - اسطنبول - باغلار

[illegible]

@malakbranding

Brand Graphic design

لما الرخيص يكون غالي

Malak Khalifi

حركة 8 كانون
8 Kanoon Movement

رحلة المثة مصطلح

و سبت كانون السياسي

10.04.2025 ابتداء من

نريد ديموقراطية

برامج تبكوقراط

برامج تبكوقراط

حكم
شمولي

ميتولوجيا

حكم
البشوية

8Kanoon



Let's Create Art Together



+90 5364248805



Malaakkhalifii@gmail.com