

BADR GAMAL

Graphic Designer | Event & Exhibition Design

Brand identity. Social campaigns. Graphics for live spaces.

Remote experience with a Saudi events team, 2020 - August 2026.

Based in Egypt. Available immediately for projects or a full-time role.

SELECTED WORK

SFMA Expo / Care Medical / Meshaiel Gallery / OKAN / Hail Rally / SEA

[Website](#)

[Behance](#)

[WhatsApp: +20 112 485 4415](#)

PROJECT OVERVIEW

A UNIFIED VISUAL SYSTEM FOR THE ENTIRE EVENT

SFMA Expo 2025 brought together government entities, industry leaders, speakers, exhibitors, and facility management professionals within a large-scale conference and exhibition environment.

MY ROLE

I developed the event visual identity and translated it across venue branding, registration areas, stage content, speaker communication, partner recognition, flags, and large-format print applications.

SCOPE OF WORK

EVENT VISUAL IDENTITY
KEY VISUAL DEVELOPMENT
ENVIRONMENTAL GRAPHICS
STAGE & SESSION CONTENT
PARTNER RECOGNITION
LARGE-FORMAT PRINT

CONFERENCE & EXHIBITION
SAUDI ARABIA / 2025



VISUAL IDENTITY FOUNDATION

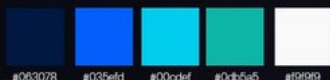
A SCALABLE VISUAL LANGUAGE FOR A LARGE-SCALE EVENT

The identity system was built around an institutional visual tone, structured bilingual typography, and a flexible graphic language designed to scale across stage screens, venue branding, registration areas, signage, flags, and large-format applications.

DESIGN PRINCIPLES

CLARITY
CONSISTENCY
SCALABILITY
BILINGUAL COMMUNICATION
INSTITUTIONAL CREDIBILITY

PRIMARY COLORS



CONFERENCE & EXHIBITION
SAUDI ARABIA / 2025

B | VISUAL IDENTITY / 06

PRIMARY KEY VISUAL



VERTICAL APPLICATION



LOGO LOCKUP



GRAPHIC LANGUAGE



MODULAR PATTERN



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REGISTRATION & SERVICE TOUCHPOINTS

A CONSISTENT SERVICE SYSTEM ACROSS KEY VISITOR TOUCHPOINTS

The event identity was translated into a unified service communication system across VIP registration, general registration, and information counters, ensuring clear bilingual guidance and consistent brand visibility throughout the venue.

KEY FOCUS

BILINGUAL COMMUNICATION
CLEAR SERVICE IDENTIFICATION
CONSISTENT BRAND
APPLICATION
HIGH-VISIBILITY TOUCHPOINTS

Designed to support visitor orientation while maintaining a cohesive visual experience across high-traffic service areas.

CONFERENCE & EXHIBITION
SAUDI ARABIA / 2025

VIP REGISTRATION



GENERAL REGISTRATION



INFORMATION SERVICES









PREMIUM CORPORATE APPLICATIONS

TRANSLATING THE IDENTITY INTO PREMIUM CORPORATE TOUCHPOINTS

The Okan visual identity was extended across a range of corporate applications, translating the brand system into refined physical touchpoints while maintaining consistency in color, typography, pattern usage, and overall visual character.



CONSISTENT BRAND EXPRESSION ACROSS EVERY CORPORATE TOUCHPOINT

LARGE-SCALE EVENT BRANDING

SCALING THE RALLY IDENTITY ACROSS HIGH-VISIBILITY EVENT ENVIRONMENTS

The Hail Rally visual system was extended across large-format event applications designed for maximum visibility, consistency, and impact. From track-side barriers and flags to bridge banners and outdoor signage, each application reinforces the rally's energetic visual language across the physical event environment.

Key Focus

- ENVIRONMENTAL BRANDING
- LARGE-FORMAT GRAPHICS
- TRACK-SIDE VISIBILITY
- CONSISTENT EVENT PRESENCE
- SCALABLE APPLICATION SYSTEM



SEA ACADEMY

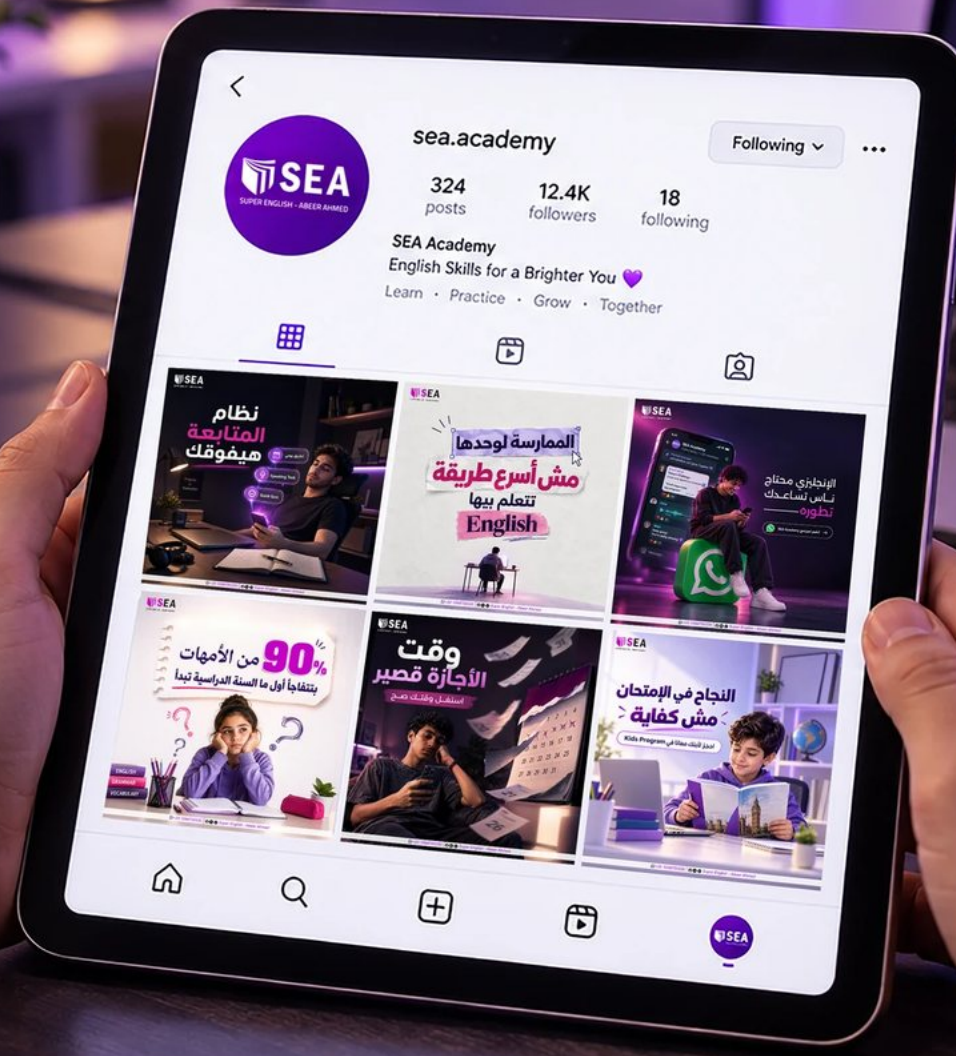
VISUALIZING PROGRESS.

Social Media Campaign / Visual Direction / 2026



SOCIAL MEDIA CAMPAIGN

Real Content. Real People.
A Brighter Future.



LET'S WORK TOGETHER.

Event and exhibition graphics

Brand identities and social campaigns

Remote collaboration | Egypt and Gulf working hours

Available to start immediately

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[View the website and full project galleries](#)