



محفظة
أعمال
Portfolio
Arabic Type

المصمم فتحي غباش
FATHI GHABBASH

■ Senior Brand Designer & Visual Strategist

www.fathighabbash.com



01

free hand

..... Page 05

Hand-constructed Arabic wordmarks, built stroke by stroke from raw geometry to final form.

02

case studies

..... Page 08

End-to-end brand ecosystems and strategic institutional transformations.

03

logo systems

..... Page 11

Scalable identity frameworks and architectural visual engineering.

04

arabic calligraphy

..... Page 18

Authentic typographic artistry integrated into modern visual design

05

contact me

..... Page 25

Open channels for future partnerships and strategic consultations

www.fathighabbash.com

فَنَ الْعِمَارَةِ وَالْخَطِّ
جَمَالُ هُنْدِ سِتْرٍ وَوَلَّحِ





FATHI GHABBASH

Senior Brand Designer & Visual Strategist specializing in Arabic typography and high-end bilingual identity systems. I engineer complex Arabic and Latin letterforms into clean, modern, and visually compelling brand solutions that drive business growth.

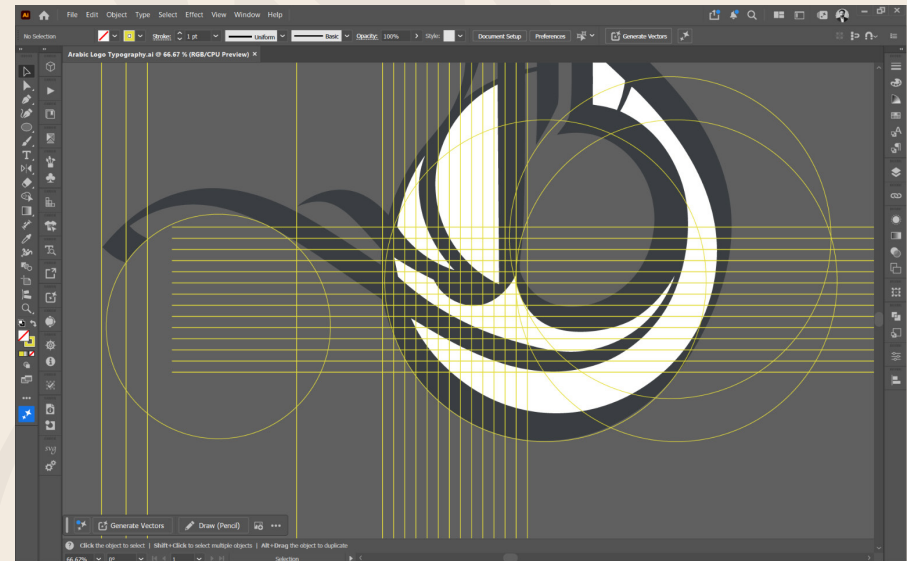
free hand.

- 01** ■ **The Process:** The "Afkar" wordmark paired with an impressionistic wall composition, dense interwoven Arabic strokes layered in teal, rust, and gold, expressing the energy and depth behind the identity.
- **The Result:** The logo stands on its own, while the wall behind it sets the mood, structure and atmosphere working together without competing.



free hand.

- 02 ■ **The Process:** A freeform Arabic letterform built entirely by hand in Illustrator, no template, no automated tracing, constructed stroke by stroke using guide circles and axis lines to control proportion and flow.
- **The Result:** A single composition where structure and spontaneity meet, the geometry stays invisible in the final form, but it's what holds the movement together.



free
hand.

03

- **The Process:** The "Afar" wordmark set against a fractured obsidian and molten gold surface, the identity emerging from raw material as if carved rather than drawn.
- **The Result:** A mark small enough to stand quiet in a vast texture, letting the weight of the surface amplify the presence of the name.



case studies. 01

■ Ministry of Islamic Affairs (Saudi Arabia)

www.moia.gov.sa

The Project: A governmental body overseeing religious affairs, call, and guidance.

My Contribution: Designed a specialized project booklet, translating institutional mission into a professional visual format.

وزارة الشؤون الإسلامية والدعوة والإرشاد

Ministry of Islamic Affairs, Dawah and Guidance

فرع منطقة الباحة



case studies. 02

■ King Saud University (Saudi Arabia)

cams.ksu.edu.sa

The Project: A ministerial-ready institutional publication transforming dense, multi-school healthcare data from the Diriyah Province initiative into a strategic report.

My Contribution: Led the editorial design and information architecture, re-engineering academic data into scannable charts and a dual-language framework optimized for a 60-second executive review.



case studies. 03

■ First Guard Security Services (Saudi Arabia)

www.firstguard.sa

The Project: Profile for a Saudi security firm, highlighting nationwide operations, 8 ISO certs, and a 2025 EcoVadis Bronze Medal.

My Contribution: Engineered a scalable grid layout to turn dense operational and ESG data into a premium, scannable experience. Harmonized typography and geometry to match premium Saudi corporate aesthetics.



logo systems.

01 ■ Faris Jewelry (Saudi Arabia)

www.faris.sa

The Project: Holistic brand identity and logo architecture unifying 5 Saudi flagship branches for Faris Jewelry.

My Contribution: Engineered a cohesive visual system from the logo outward, spanning retail assets and premium brand touchpoints.



قائل
F A R I S



Click to play

logo systems.

02 ■ Alaiban Tourism & Travel (UK)

www.alaibantourism.com

The Project: Premium international tourism agency based in Edinburgh, Scotland, focusing on luxury travel experiences.

My Contribution: Engineered the brand's core logo system with a premium golden aesthetic, alongside the complete website UI/UX and strategic social assets.





Click to play

logo systems.

03 ■ Left Hub Contracting Company (Saudi Arabia)

www.lefthub.sa

The Project: Specialized engineering and contracting firm in Saudi Arabia managing high-scale industrial projects.

My Contribution: Engineered the visual identity, corporate profile, and a high-fidelity logo architecture tailored for private-to-government (P2G) positioning.



شركة المحور الأيسر للمقاولات
Left Hub Contracting Company







arabic 01 calligraphy mock-ups



شركة كنوز المملكة
للذهب والمجوهرات



02

المتحدون الأوائل للمحاماة
والاستشارات القانونية

المتحدون الأوائل
والاستشارات القانونية

المتحدون الأوائل للمحاماة
والاستشارات القانونية

المتحدون الأوائل
والاستشارات القانونية





• عسل الثريا

Wordmark applied within a full packaging mock-up, showing how the identity translates onto product labeling and real-world retail presentation.

arabic calligraphy logos

02



arabic calligraphy logos

03



شركة أعيان للخدمات الفندقية



arabic calligraphy

04 logos



Taqwaa

إقية

contact me



المصمم فتحي غباش
FATHI GHABBASH

■ *Senior Brand Designer & Visual Strategist*

www.fathighabbash.com

📍 UAE - Dubai

✉ info@fathighabbash.com

in [linkedin.com/in/fathighabbash](https://www.linkedin.com/in/fathighabbash)

☎ +971501161712

محفظة
أعمال
Portfolio
Arabic Type