by MUHMAG Studio

SENIOR GRAPHIC DESIGNER · 12+ YEARS

I BUILD BRANDS PEOPLE REMEMBER.

Logos that earn a second look. Covers that get picked up.
Campaigns that stop the scroll.

Portfolio · 2026



MUHAMMAD MAGDY · BRAND DESIGNER ·

50+	40+	20+	44+	10+	12+
Brand identities	Book covers	Typography works	Brands served	Countries	Years of experience

MUHAMMAD MAGDY



Art Director

Brand identity designer for clients in 10+ countries.

Cairo, Egypt

Designing since 2013, from print to screens.

WHO I AM

I turn ideas into brands people remember. Logos, identities, book covers and typography, made with a printer’s discipline and a designer’s eye.

01
Brand identity
Logos, visual systems and guidelines.

02
Typography
Arabic and Latin logotypes and lettering.

03
Book covers
For publishers across the region and the UK.

04
Creative direction
Leading teams from brief to production.

05
Campaigns
Advertising visuals for print and digital.

06
Digital design
Social media and digital ads.

07
AI-driven design
Generative tools built into the workflow.

MY STORY

From the print floor to brand identity.

2013 — **Where It All Started**
Elmostafa for Investment & Development
Graphic Designer · 2013 to 2017
My career began in print. I learned the full journey of a design on its way to paper, and how ink, paper and machines really behave.

2017 — **Design You Can Touch**
United Toys
Graphic Designer · 2017 to 2018
Concepts for playgrounds and play spaces, where a design had to work in three dimensions and at real scale.

2018 — **Into The Digital World**
KickStart Interactive
Senior Graphic Designer · 2018 to 2024
Six years of campaigns, social media and digital design for brands across the region.

2023 — **Leading The Team**
Octasy Media Production
Senior Designer / Art Team Leader · 2023 to 2024
Led creative direction for media campaigns and productions, across print and digital.

2024 — **Art Direction**
O2 Media Production
Senior Art Director · 2024 to 2025
Led creative direction and branding strategy, and managed and mentored a team of designers.

2025 — **Today**
Essence Adverts · byMagdy
Senior Graphic Designer · 2025 to now
Building brand identities, logos and book covers for clients in more than ten countries under byMagdy.

ADOBE

Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Lightroom · Firefly · Express · Dimension · Substance 3D

AI TOOLS

ChatGPT · Claude · Gemini · Midjourney · DALL·E · Stable Diffusion · Leonardo AI · Ideogram · Freepik AI · Runway · Kling AI · Sora · Veo · ElevenLabs

✓ LICENSED TOOLS ONLY

Every tool I use to make your work is licensed and paid for, including software, fonts, stock and AI tools.

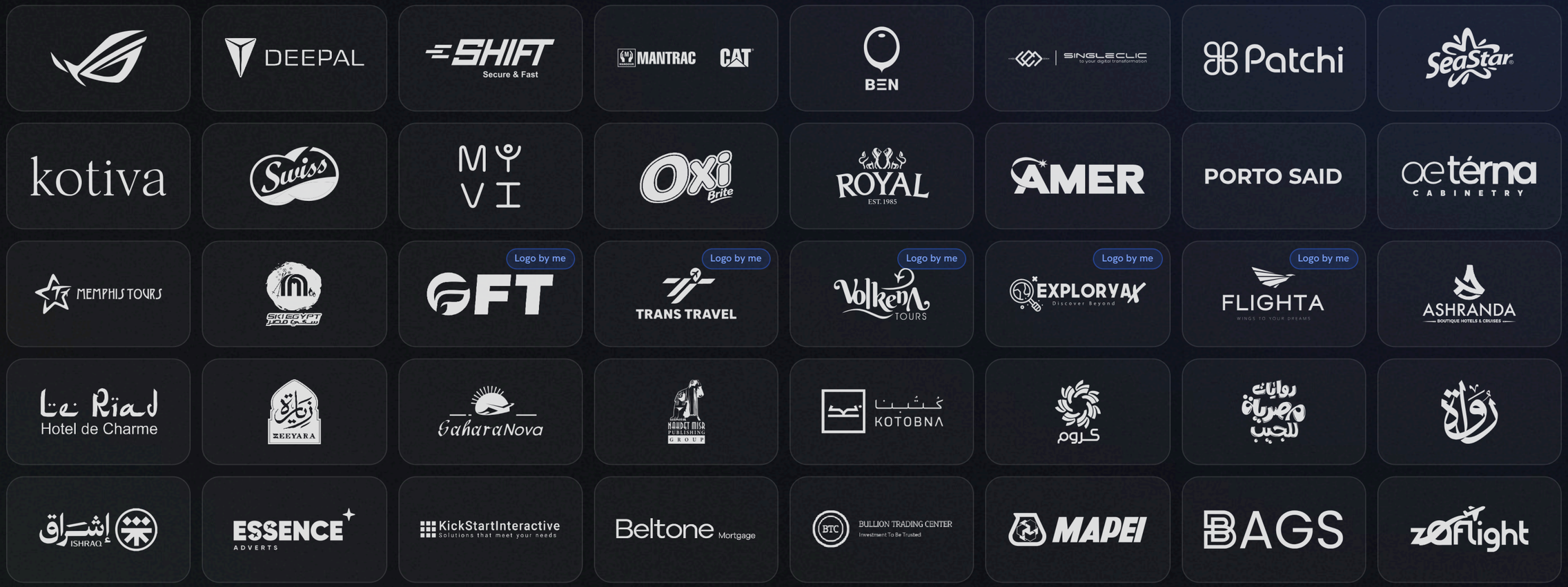
BEHIND THE WEBSITE

bymagdy.com is imagined, designed and built by me with the help of AI tools, and run by me.

01 · CLIENTS

Brands I've worked with.

44+ brands across tech, food, travel, finance and publishing, in 10+ countries.



02 · BRANDING

Identities
that stand out.

Full identity projects, from the first idea to the brand in use: travel, beauty, food, media, fashion, engineering and creative services.

50+
Brand identities

9
Featured case studies



CASE STUDY 01

Anaqah Scarf
أناقة

SECTOR
Fashion

YEAR
2024

ROLE
Logo Design · Arabic Lettering · Colour · Brand Applications

THE BRIEF

A logo for Anaqah, a women's scarf brand whose name means elegance. It had to feel graceful, feminine and proud of its Arabic roots.

THE IDEA

The word أناقة written in free-hand Arabic calligraphy, with long flowing strokes that fall and fold like fabric, and small red accents that add warmth and a touch of distinction.

THE CHALLENGE

Balance the freedom of hand lettering with a mark that stays clear and recognisable on a woven label, a hang tag, a shopping bag and a small social media avatar.

- Ink Black #231F20
- Anaqah Red #E12225
- Soft Blush #F3E4E1
- White #FFFFFF



PRIMARY LOGO · CLEAR SPACE



SYMBOL



REVERSED



COLOURWAYS



LOGO ARCHITECTURE

CASE STUDY 02

IBIS Tours
Find your next trip

SECTOR

Travel & Tourism

ROLE

Logo Design · Colour · Brand Applications

THE BRIEF

A logo for an Egypt tour operator that sells day tours, Nile cruises and holiday packages to travellers from around the world.

THE IDEA

The ibis, the sacred bird of ancient Egypt, drawn as one bold curve inside a circle. Its long beak points forward like a guide showing the way to the next trip.

THE CHALLENGE

Feel Egyptian without the usual pyramids and pharaohs, stay friendly for families and first time visitors, and stay clear at small sizes on websites and booking apps.

- Ibis Orange #FFA500
- Nile Blue #4692E7
- Charcoal #191919
- Sand #F7F1EA



PRIMARY LOGO · CLEAR SPACE


SYMBOL



REVERSED


COLOURS



HORIZONTAL AND STACKED

CASE STUDY 03

Nabrah
نبرة

SECTOR

Media & Audiobooks

ROLE

Logo Design · Colour · Typography · Social Media

THE BRIEF

A logo for Nabrah, an Arabic audiobook platform whose name means tone of voice. Its question: how would we read what we read without an inner voice?

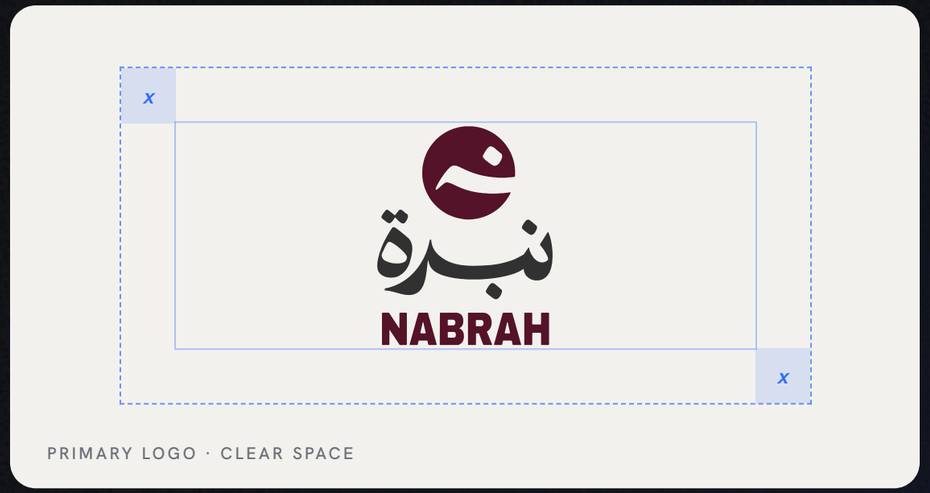
THE IDEA

The letter ن of Nabrah turned into a voice. Its dot and curved stroke sit inside a circle like a mouth speaking or a sound leaving a speaker, above a soft Arabic wordmark.

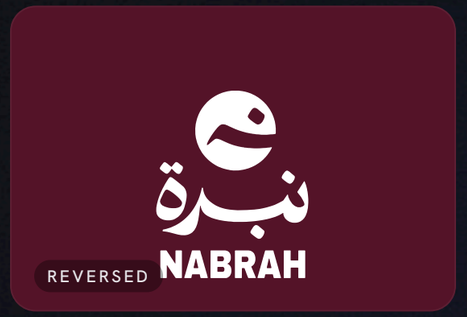
THE CHALLENGE

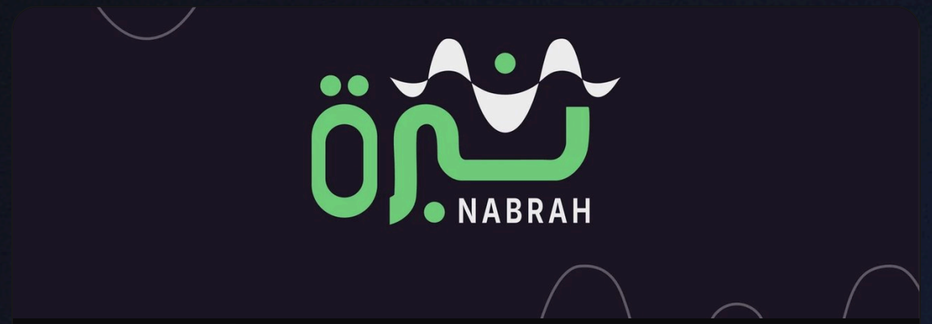
Feel literary and warm, not technical, sit well next to book covers and author portraits, and read clearly as a small app icon and on social media.

- Nabrah Maroon #541328
- Gold #D3AF3F
- Charcoal #313131
- Silver #CBCCCE
- White #FEFFFF













CASE STUDY 04

Snack Food
Easy Bite!

SECTOR

Food & Beverage

ROLE

Logo Design · Colour · Pattern · Brand Applications

THE BRIEF

A logo for a burger and street food brand in Cairo, built for quick meals, big flavour and good vibes on the go.

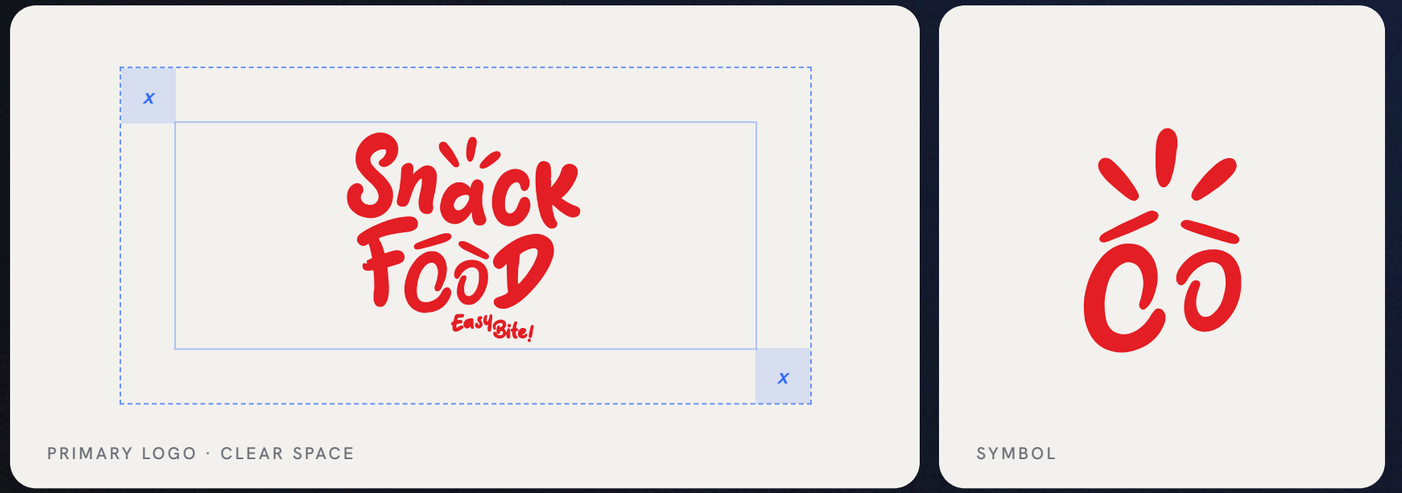
THE IDEA

A hand-lettered wordmark that feels as fun as the food. The S of Snack and the F of Food meet in a small icon, with a burst of flavour on top and a smile underneath.

THE CHALLENGE

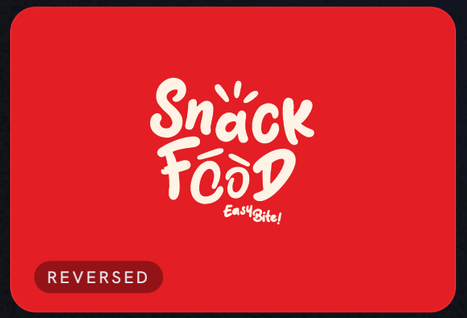
Look playful and full of energy without losing legibility, and work everywhere: on a food truck, a burger wrap, a menu board and a small social media avatar.

- Snack Red #E31E24
- Bite Orange #FF8A00
- Easy Purple #3A0CA3
- Sun Yellow #FFC107
- Cream #FFF3E6

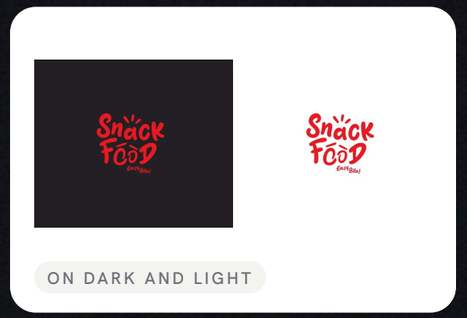


PRIMARY LOGO · CLEAR SPACE

SYMBOL



REVERSED



ON DARK AND LIGHT



LOGO ANATOMY

CASE STUDY 05

Diwan
Engineering & Technology

SECTOR
Engineering & Technology

YEAR
2026

ROLE
Brand Identity · Company Profile · Stationery

THE BRIEF
A bilingual identity for a Saudi engineering company that connects scientific research with industrial application.

THE IDEA
The D initial is built from two arcs: a solid navy form for engineering stability, and a vivid blue arch that opens like a gateway from the lab to industry.

THE CHALLENGE
Give Arabic and English equal weight in one mark, and keep it clear across a technical company profile, stationery, email signatures and screens.

- Deep Navy #001F45
- Medium Blue #174570
- Vivid Blue #0378AD
- Turquoise #00A9B0
- Light Turquoise #33D9B8



CASE STUDY 06

AstroFault Studio

SECTOR
Creative Studio

YEAR
2024

ROLE
Brand Identity · Art Direction · Visual System

THE BRIEF

A bold identity for a creative advertising studio that blends strategy with imagination and helps brands reach new heights.

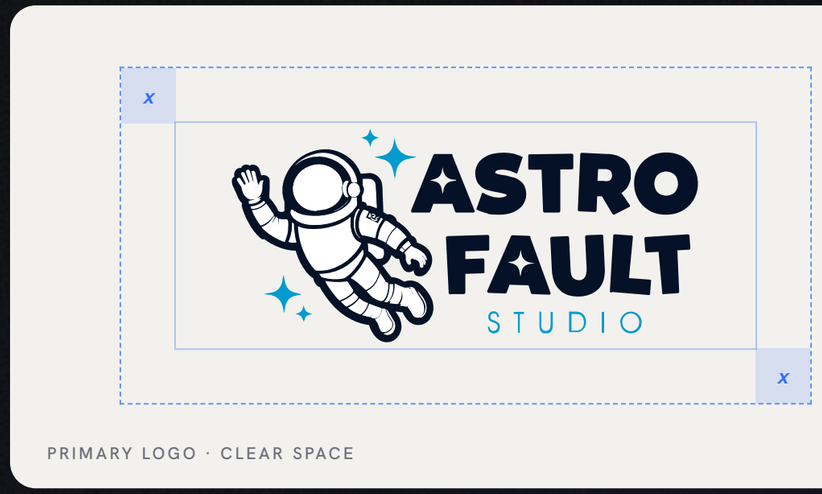
THE IDEA

A friendly astronaut waving from space, four point sparkles and a night sky palette turn the idea of exploration into a mark people want to talk to.

THE CHALLENGE

Keep a character driven logo playful yet credible for clients, and sharp enough to read at the size of a profile picture.

- Deep Space Navy #041126
- Signal Blue #039BCF
- Orbit Teal #0A4A62
- Nebula Crimson #6B1E2E



PRIMARY LOGO · CLEAR SPACE









CASE STUDY 07

Flighta
Wings to your dreams

SECTOR

Travel & Tourism

ROLE

Logo Design · Colour · Social Media Templates

THE BRIEF

A logo for a travel agency that sells more than tickets: flights, private jets and full trip packages.

THE IDEA

A bird in flight with three golden wings sweeping forward. It reads as speed, lift and direction, and it doubles as the arrow of a journey that has already started.

THE CHALLENGE

Feel premium enough for private jets and warm enough for holiday packages, and stay bold inside busy, photo heavy social posts.

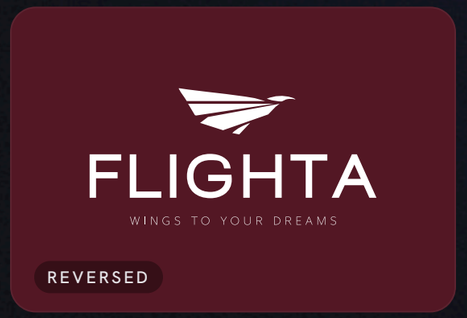
- Flighta Maroon #531724
- Deep Maroon #4E101D
- Sky Gold #F3AD59
- Sand #F7F1EA



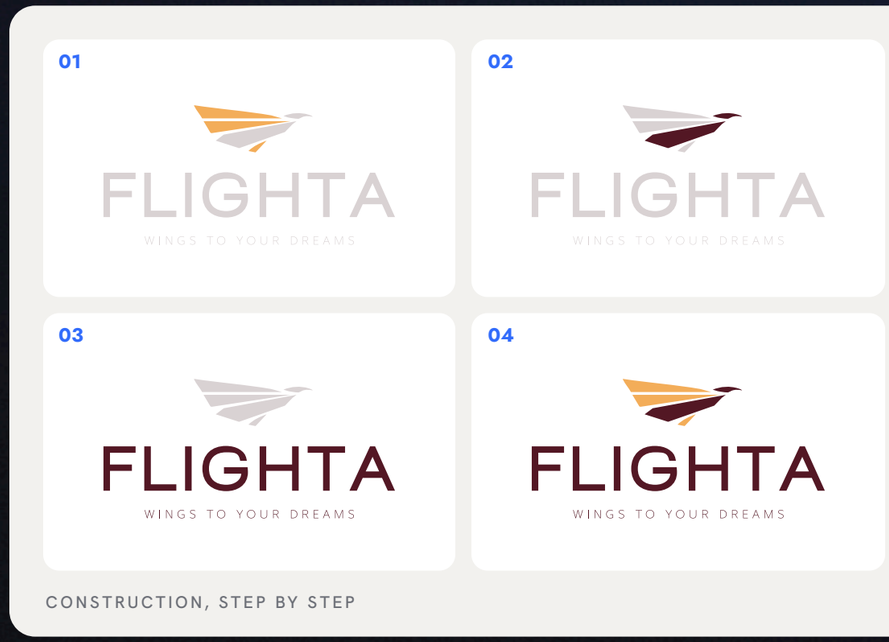
PRIMARY LOGO · CLEAR SPACE



SYMBOL







CONSTRUCTION, STEP BY STEP

CASE STUDY 08

Esther
Korean Beauty

SECTOR
Beauty & Skincare

YEAR
2024

ROLE
Logo Design · Colour · Typography · Brand Applications

THE BRIEF
A logo for Esther, a store that brings Korean beauty and skincare products to the UAE. It had to feel soft, natural and premium, close to the calm and clean spirit of K-beauty.

THE IDEA
A hand-drawn branch of leaves resting above a refined serif wordmark. It speaks of natural ingredients, growth and gentle care, in sage green and warm gold.

THE CHALLENGE
Keep a fine line drawing clear at small sizes, and make one mark work on white packaging, dark labels, soft photography and busy social media feeds.

- Charcoal #292A29
- Warm Gold #AB8D57
- Sage Green #8E9B8F
- Off-white #E9E9E6



CASE STUDY 09

Poppy's
Kids swimwear

SECTOR
Kids Swimwear

YEAR
2026

ROLE
Logo Design · Colour · Patterns · Brand Applications

THE BRIEF

A logo for Poppy's, an Egyptian brand of kids swimwear and swim products. It had to feel cheerful, safe and playful: something kids love to wear and parents trust.

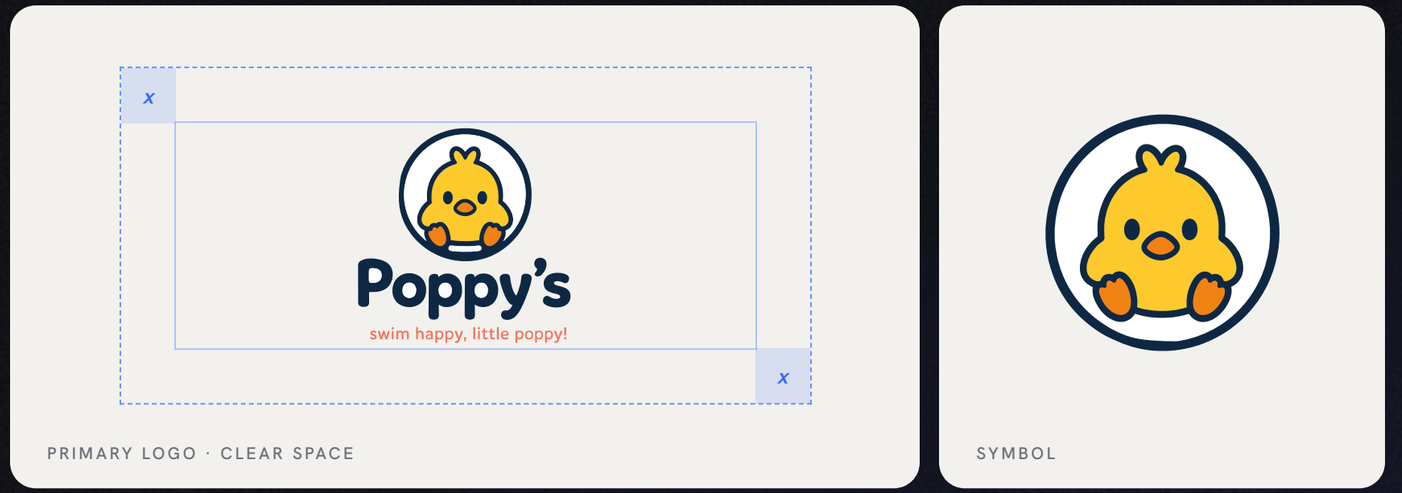
THE IDEA

A little yellow chick sitting inside a round badge that doubles as a swim ring, above a soft, rounded wordmark and the line swim happy, little poppy!

THE CHALLENGE

Keep a character mark friendly and full of personality, yet simple enough to print on fabric, woven labels, swim caps and tiny stickers and still read at a glance.

- Navy #0E2844
- Sunshine Yellow #FFD54A
- Ocean Blue #4CC9F0
- Coral #FF7A6A
- Mint #7EDCC3



03 · LOGOFOLIO

Marks I designed from scratch.

Standalone logos for travel, media and lifestyle brands, each built with its versions, clear space and colours.

35
Logos in the logofolio

29
Travel and tourism marks



Flighta
Travel



Masr Sport
Sports



OFT Travel
Religious tourism



Trans Travel
Religious tourism



Volkena
Religious tourism



Exploryax
Travel guidance





#531724
#F3AD59

Travel

Flighta

A travel brand. Logo designed in two colours, a deep burgundy and a warm sand.





#FFFFFF
#000000

Sports

Masr Sport

A sports brand with a bilingual mark that pairs an Arabic logotype with a Latin wordmark.



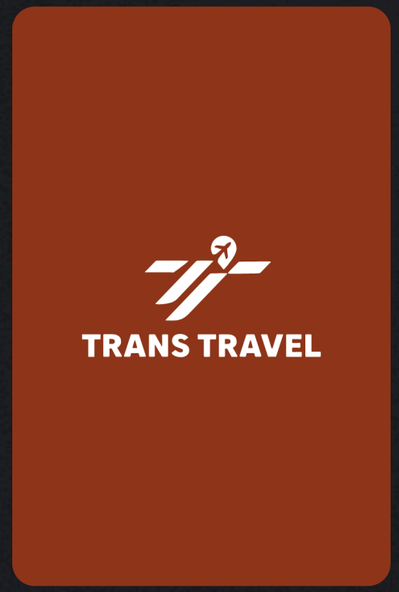


#FFFFFF
#000000

Religious tourism

OFT Travel

A Hajj and Umrah travel agency. The identity is built on white, black and gold.





#D98500
#8E3418

Religious tourism

Trans Travel

A Hajj and Umrah travel agency. Warm amber paired with a deep rust.





#19363E
#4C9BB3

Travel guidance

Exploryax

A travel guidance brand with the tagline Discover Beyond.





#0A1E49
#FFCC00

Transport

SkyRide Limousine

A limousine service. A road and a location pin folded into one mark, in navy and taxi yellow.





#E02044

Travel & tourism

Get Egypt Tour

An Egypt tour brand. A Nefertiti profile drawn in lines beside bold Get letters.





#C3272D

Travel & tourism

Mystical Morocco Tours

Tours across Morocco. A carved Moorish arch beside a deep red wordmark.





#003366
#03A9C4

Travel & tourism

Crociera sul Nilo

Nile cruises for Italian travellers. A cruise ship in motion above a script Sul Nilo.





#D0A960

Religious tourism

Volkena

A Hajj and Umrah travel agency with a single gold mark.

03 · LOGOFOLIO

25 more marks for travel brands.

Nile cruises, tour operators and travel packages for travellers from Italy, Spain, Brazil, France and beyond.



Italy Trip Packages



Escursioni Dubai



Nile Cruise Vacation



Cruceros por Nilo



Spain Touring



Viaggio Giappone



Viaggio Giordania



Pacotes para Egito



Roteiros Turquia



Viagens para Turquia



Viaggiare in India



Vacanza in Egitto



Viaggiare nel Mondo



Saudi Arabia Trips



Pacchetti Marocco



Vamos Viajando



Viaggio Turchia



Paquetes Turquia



Viaggi da Sogni



Egypte Voyages



Cairo Nile Cruise



All Egypt Tours



Viajes Arabia Saudita



Egypt Trip Package



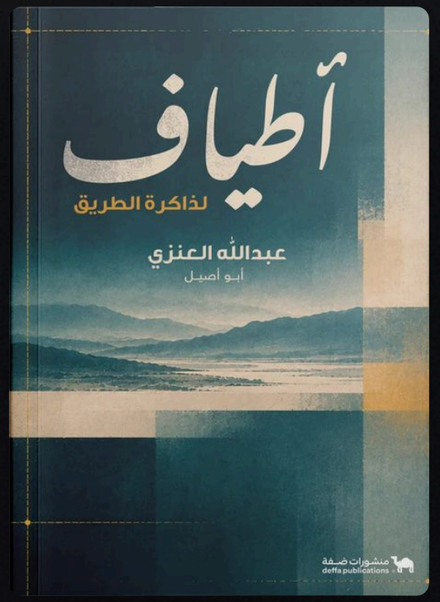
Cruceros Nilo

04 · BOOK COVERS

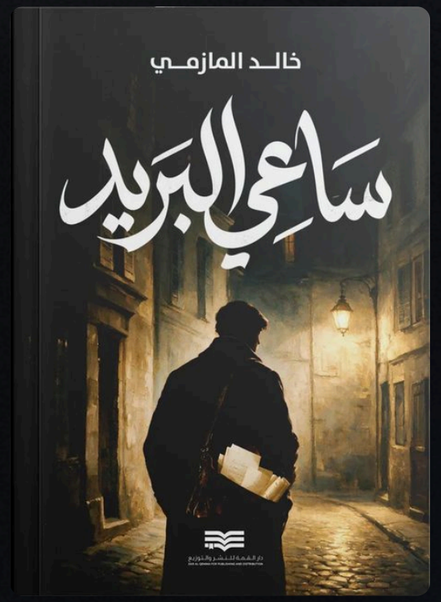
40+ covers
made for the shelf.

Front covers and full wraps for Arabic publishers. Many of these titles travelled to book fairs in Abu Dhabi, Sharjah, London and Frankfurt.

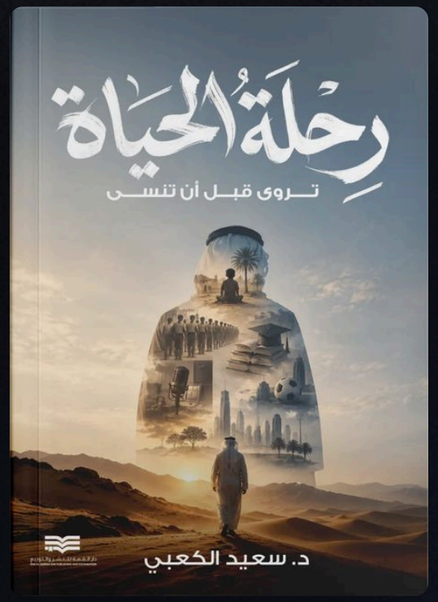
Deffa Publications · Dar Al Qemma · Nahdet Misr · Kotobna · Almicrophone · Eshraqah (UK)



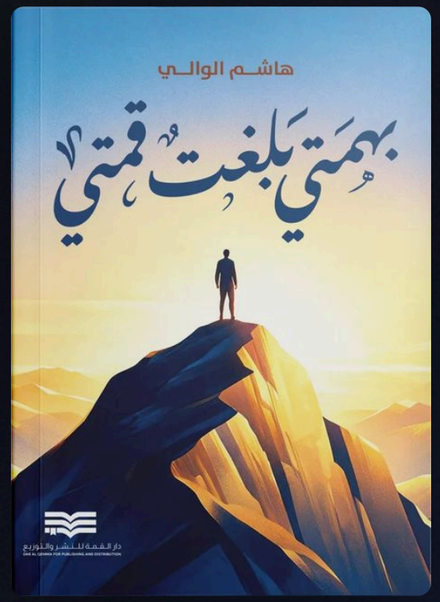
Atyaf Li-Thakirat Al-Tariq
Abdullah Al-Enezi



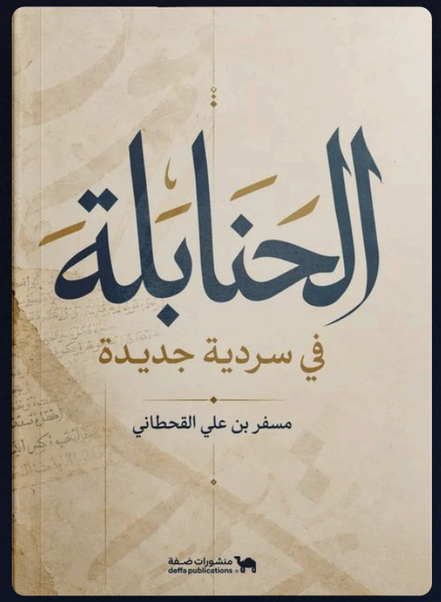
The Postman
Khalid Al-Mazmi



Life's Journey
Dr. Saeed Al-Kaabi



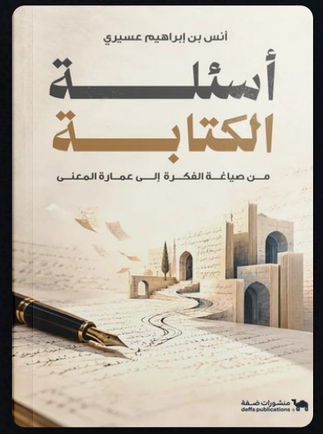
By My Will I Reached My Peak
Hashem Al-Wali



The Hanbalis, A New Narrative
Misfer Al-Qahtani



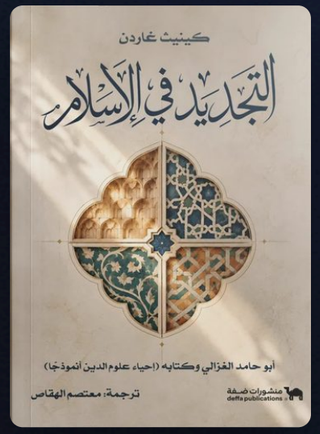
This Advice Is Not For You
Amjad Al-Janbaz



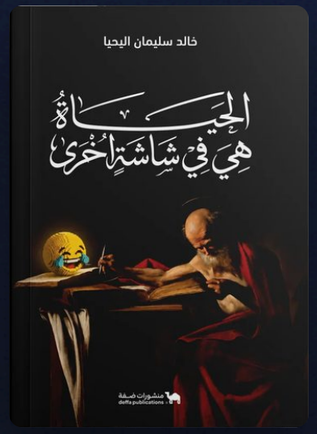
Questions of Writing
Anas bin Ibrahim Asiri



The Father Who Never Slept
Mohamed Farid Al-Hefnawy



Renewal in Islam
Kenneth Garden



Life Is on Another Screen
Khaled Suleiman Al-Yahya



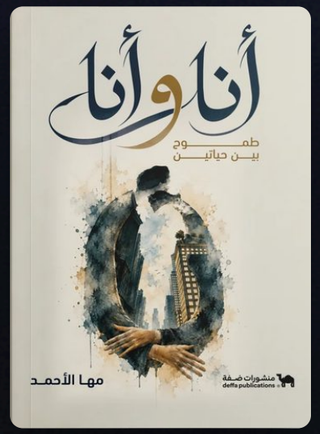
The Quiet Crossing
Ahmed Abdulaziz bin Ghadeer



The Unthought
Al-Samawal Mohamed Ibrahim



Women Who Secretly Hate Themselves
Mohamed Farid Al-Hefnawy



Me and Me
Maha Al-Ahmad



You and Everyone Else
Fahad Amer Al-Ahmadi



Fares, the Autism Hero
Aisha Al-Qassab



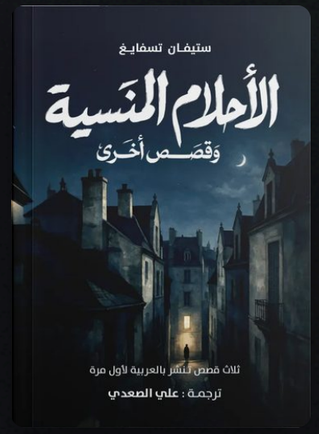
The Observer Effect
Dr. Reem Hani Tayba



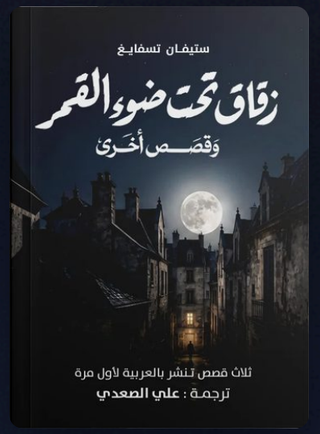
Sitting on the Other Bank
Mohamed Al-Amin Al-Nawari



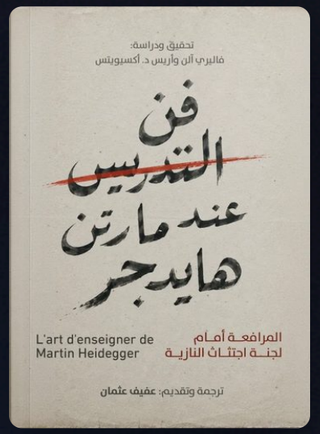
A Talk on Architecture
Abdullah Saeed Al-Amoudi



Forgotten Dreams and Other Stories
Stefan Zweig



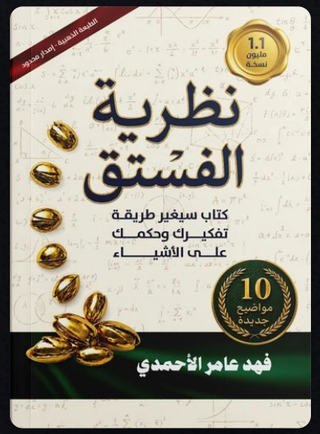
A Moonlit Alley and Other Stories
Stefan Zweig



The Art of Teaching in Heidegger
Valerie Allen and Ares D. Axiotis



Before You Ask
Mohammed Al-Turki



The Pistachio Theory
Fahad Amer Al-Ahmadi



Leave Them Gracefully
Hashem Al-Wali

AUDIOBOOKS · ROWAH

Covers you can listen to.

Covers for Rowah, an Arabic audiobook platform: classics of Arabic literature, history and thought, made to read well as a small square on a phone.



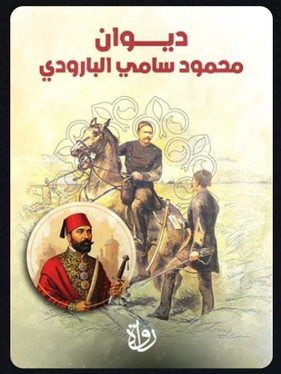
Meshmesh Effendi



Pioneers of Islamic Thought



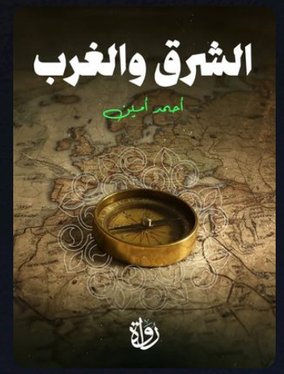
The First Easterner's Journey to America



The Diwan of Al-Baroudi



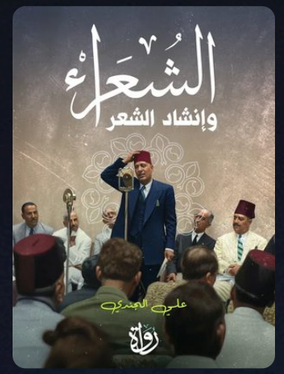
A Guide to Writing



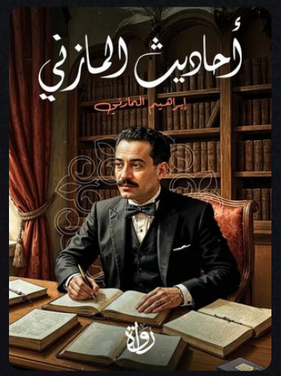
East and West



The Princess of Cordoba



Poets and the Recitation of Poetry



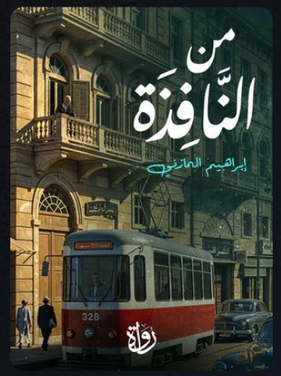
Al-Mazini's Talks



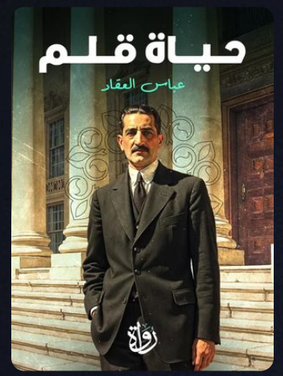
The Three Lovers



Facing the Desert



From the Window



The Life of a Pen



Music and Singing Among the Arabs



The Unique Pearl



The Rebel Leader Ahmed Orabi

05 · TYPOGRAPHY

20+ typography works in Arabic and Latin.

Arabic and Latin logotypes, lettering and type-led designs.



Featured case study

Carry Hope

Ribbon lettering for a breast cancer awareness campaign

Ribbon lettering for an awareness bag: the pink ribbon itself writes Carry Hope.



Featured case study

El Bashar Mesh Sel3a

Arabic logotype for a podcast

A hand-drawn Arabic logotype for a podcast on human trafficking. The name is the message: people are not a commodity.



Featured case study

Hummusey

Arabic chalk lettering

An everyday phrase drawn by hand in chalk and turned into a visual pun: two grains became two engraved golden chickpeas.

CASE STUDY

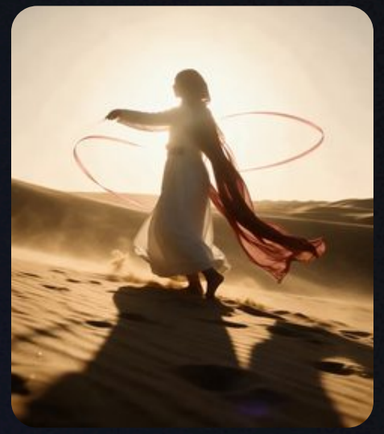
Carry Hope ribbon lettering.

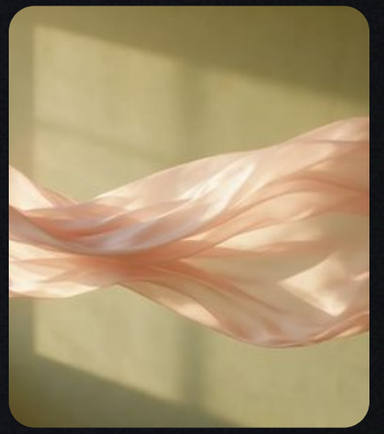
Ribbon lettering for a breast cancer awareness bag. The pink ribbon itself writes the words Carry Hope, so the symbol and the message become one line.

Ribbon lettering · Campaign title · AI key frames











CASE STUDY · 02 MEDIA PRODUCTION · 2025

El Bashar Mesh Sel3a.

A hand-drawn Arabic logotype for a podcast by Mahmoud Saad on human trafficking. The name is the message: people are not a commodity.

Arabic logotype · Podcast identity · Calligraphic grid











CASE STUDY

Hummusey

Arabic chalk lettering. An everyday phrase drawn by hand, where two grains became two engraved golden chickpeas.

BOOK TITLES

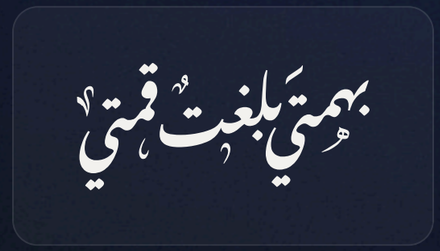
Lettering
for book covers.



الحنابلة



أنا وأنا



بهمتي بلغت قمتي



قبل أن تسأل



مشمش أفندي



التجديد في الإسلام

06 · SOCIAL MEDIA

Content that performs.

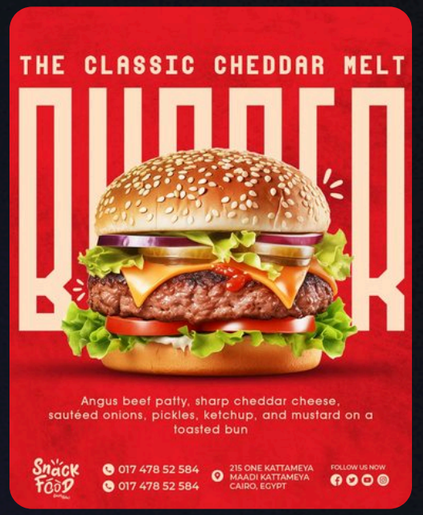
Campaigns, carousels and monthly content, grouped by brand, for finance, automotive, food and retail.

Beltone Mortgage · DEEPAL · Patchi













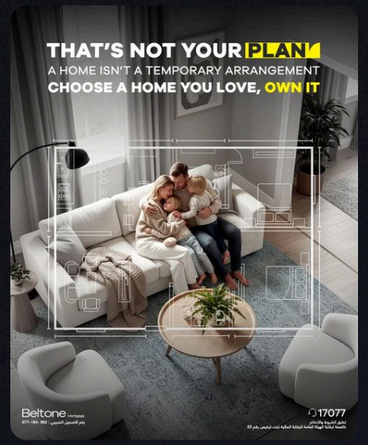
Finance

Beltone

Home financing brand. Campaign posts for Beltone Mortgage.



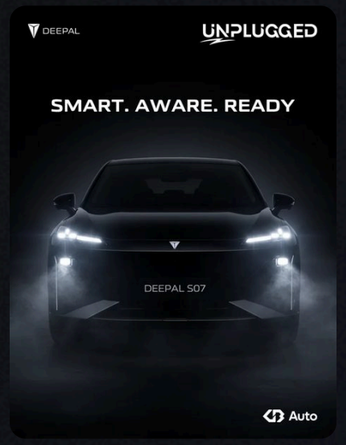




Automotive

Deepal

Electric SUV brand. Launch and event posts.









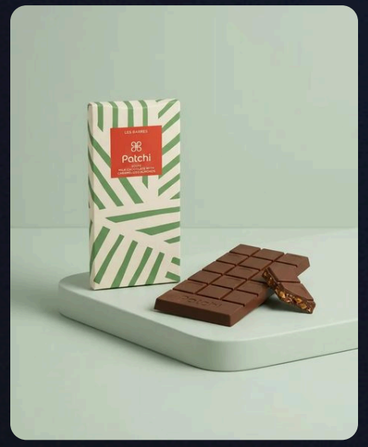
Food & Retail

Patchi

Luxury chocolate brand. Product posts.







Food & Beverage

Snack Food

Burger and street food brand. Menu and offer posts.









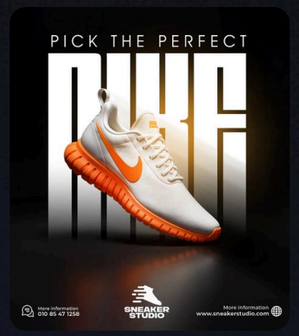




Fashion & Retail

Sneaker Studio

Sneaker store. Product posts for the brands it sells.













Automotive

AutoMarka

Car import and sales company. Model launch and offer posts.













SERVICES

How I can help.

Five ways to work together. No fixed prices: every quote is based on your brief.

01

Brand identity

Logo, colours, type and guidelines, built as one system for every touchpoint.

02

Logo design

A strong, simple mark with its versions, clear space and colours, ready to use.

03

Book covers

Arabic and English covers, front or full wrap, print-ready for publishers.

04

Typography and lettering

Arabic and Latin logotypes and custom lettering with real character.

05

Social media

Monthly posts, carousels and campaigns that stay on brand every day.

THE PROCESS

01

Discover

A short call about your brand, audience and goals.

02

Concept

Research, moodboards and first directions.

03

Design

The chosen direction refined into a full system.

04

Deliver

Final files and guidelines, ready to use.

RECOMMENDATIONS

What people say.

Recommendations from managers and colleagues, as written on LinkedIn.

"Muhammad is super positive and always ready to collaborate! He's awesome at creating clean, beautiful, responsive design. He's a great part of any team because he's always ready to take feedback and apply it using his creative problem solving skill set. ... Not only does he create stunning pieces of work but he always goes the extra mile to ensure jobs are completed on time and to a high quality standard.

NH **Nada Hossni**
Project & Operations Manager

"I've enjoyed working with Muhammed across different industries and projects. He's genuinely creative, talented, and committed to delivering great work. Always professional, reliable, and full of fresh ideas. I highly recommend working with him!

YA **Yasmin Anwer**
Digital Marketing Manager · Media Buying Expert

"... He has an exceptional artistic sense, a great eye for detail, and a strong ability to turn ideas into outstanding visual designs. His creativity, professionalism, and commitment to high-quality work truly set him apart.

MA **Moataz Adel**
Senior Graphic Designer

"I've worked with Muhammad for over five years and he's one of the most creative and reliable designers I've ever collaborated with. His attention to detail, strong sense of branding, and ability to turn ideas into stunning visuals always impress me. ...

TR **Taghreed Reyad**
Marketing Manager

"... Their ability to turn ideas into visually stunning designs is truly impressive. Whether it's branding, social media graphics, or UI/UX design, Magdy always delivers high-quality work that exceeds expectations. ...

MI **Mohamed Ibrahim**
Sr. Manager, Digital Media · Convertedin

"I am pleased to recommend Muhammed Magdy as a highly skilled and talented designer. He consistently delivers high-quality work and stays up to date with the latest trends in web design. Anyone working with him will benefit from his professionalism and innovative approach.

MS **Mahmoud Sabry**
Developments Manager · KickStart Interactive

by MUHMAG Studio

Thank you.

Got an idea? Let’s make it iconic.

Every brand people remember started as a message. Send the idea, I’ll take it from there. I reply within 24 hours.

EMAIL
hello@bymagdy.com

WEBSITE
bymagdy.com

BEHANCE
behance.net/muhmag

LINKEDIN
linkedin.com/in/muhmagjr

INSTAGRAM
@magdyjuniorart

FACEBOOK
muhmagjr

TIKTOK
@muhmagjr

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