

فۇ
رۇن
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MEKKI BILAL BOURZAM

THIS DOCUMENT IS MADE TO BE PRINTED.
IF YOU ARE READING FROM A SCREEN? PLEASE
ZOOM IN IF NEEDED TO SEE ALL THE DETAILS.
THANK YOU!

فۇرۇنكۆ
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Curated
Design
Portfolio

2020
2021
2022
2023

AURINKO

AURINKO is the name of my «branding design» brand, my approach in using this name is similar to how boats and ships are named, thus, I'm Mekki and I'm sailing in the big ocean of design and business with my little boat named «aurinko» wishing to encounter amazing sailors and build the most iconic ships with them... I hope you get my analogy :)

Aurinko means «sun» in Finnish.
Although I'm not from Finland, but I loved this name since the time when I started a hobby business selling luminaires, chandeliers and light accessories.

Hi, welcome.

My name is **Mekki B. Bourzam**,
and I'm a **creative designer with a passion for creating bold brands**

With two years of experience in branding, and several years in the creative industry, I've had the pleasure of working with a **variety of clients** and businesses, helping them to achieve their goals through **effective and creative branding**, using a **strategic modern framework**.

In my portfolio, you'll find a **selection of my best work**. I take pride in providing **high-quality** work that not only meets but **exceeds my clients' expectations**. My approach to each project is to understand my clients' needs and goals thoroughly, ensuring that I can deliver work that is not only **visually stunning** but also **aligned with their business objectives**.

If you're **interested** in working with me or have any **questions** about my portfolio or services, please don't hesitate to **get in touch**. I look forward to hearing from you and helping you achieve your creative goals.



Mekki Bilal Bourzam

Digital creator, Graphic designer
Branding Specialist

+213 659 232 654 (WhatsApp)

aurinko.business@gmail.com

Cité 8 Mai 1945, Bât A, 01, Sétif, Algeria.
19000

IN DEPTH PORTFOLIO AURINKO BRANDING MEKKI BILAL BOURZAM

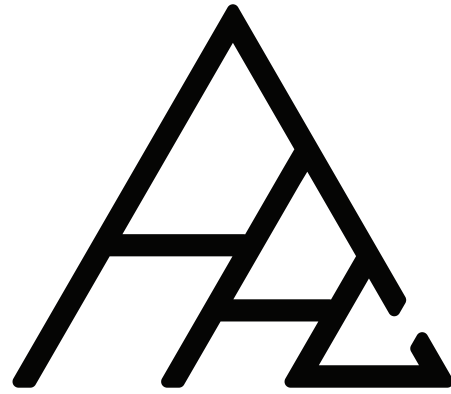
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LOGOFOLIO

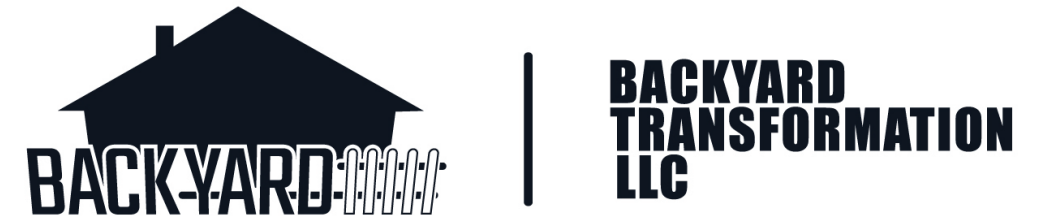
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3-BACKYARD TRANSFORMATION LLC

4-AGHA ARCHITECTURE BUREAU
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6-HARZALLAOUI VETERINARY CLINIC

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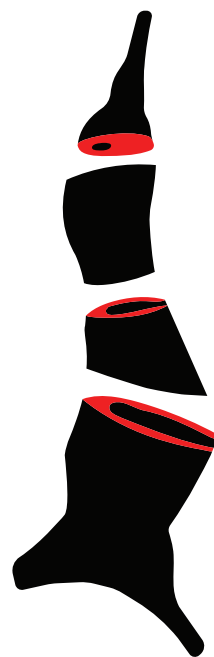
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Clinic.

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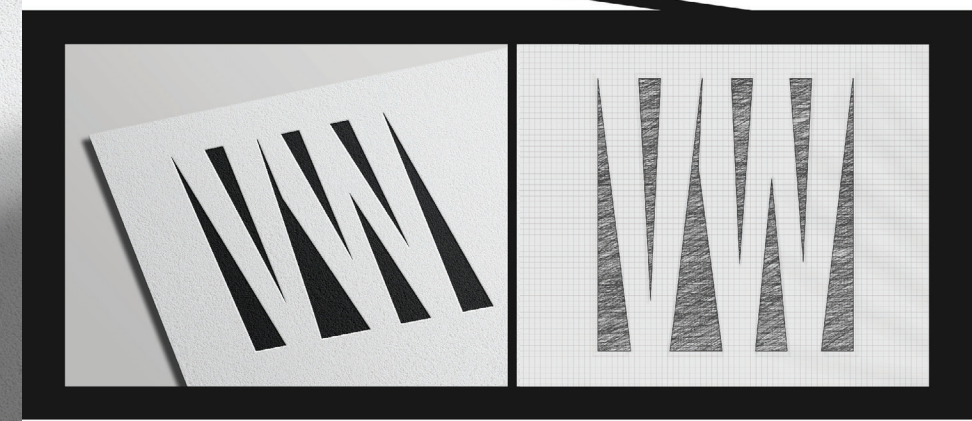
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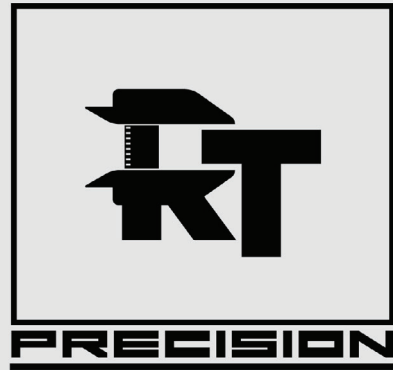
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Logo Design Presentation





INTERVIEW EXPERTS



INTERVIEW EXPERTS

INTERVIEW EXPERTS



Visual Identity Presentation

VEGAN SUR MARS BRAND PRESENTATION

LOGO DESIGN - COLOR PALETTES - TYPOGRAPHY
MADE BY AURINKO BRANDING
July 2023

BRAND DESCRIPTION

Vegan Sur Mars is an event catering business based in the Pacific Northwest region and specializes in healthy and environmentally conscious events. With a focus on providing exceptional service, they bring the history of space to the table while maintaining both the body and soul. Their passion for creating fun team-building experiences and social challenges through their vegan event catering.

PRIMARY LOGO

LOGO VARIATIONS

TYPOGRAPHY

TEKO - BOLD - ALL CAPS - TITLES
Yeko - Bold - Headings
Yeko - Regular - Bodytext
Yeko - Light - Bodytext

MORE LOGO VARIATIONS AND USE CASES

Creative direction for the logo design:

Our logo is made from scratch out of a creative set of elements that can be used in a variety of colors and shapes. Therefore, the main graphic element can be the logo itself, this way it is versatile and applicable with different outcomes. It can be used as a pattern for example.

Vegan Sur Mars.

OBJECTIFS DE VEGAN SUR MARS:

L'OBJECTIF DE VEGAN SUR MARS EST DE METTRE EN VALEUR ET DOMINER LA CUISINE VÉGÉTALE. AFIN DE FAIRE PASSER DES MESSAGES FORTS: ÉCARTER L'ENVIRONNEMENTAL, SOLIDARITÉ ET JUSTICE SOCIALE, OBTENIR DES ANIMAUX, UN TROUSSEAU D'ÉCARTER, ÉCARTER LE MONTAGNE.

LA CUISINE DE VEGAN SUR MARS EST ALÉATOIRE - VEGAN, NON-PROFESIONNELLE, ÉCARTER ET DE SASSON, ÉCARTER, ÉCARTER PROFESSIONNELLE.

"CHEERS!"

A Strategic Point:

The creative approach and playful style of VSM identity can be a huge selling point for the brand in the long run.

DELICIOUS FOOD WITH A PURPOSE

First, it is unique and approachable, something that helps in brand recognition. Second, the VSM Corporate clients would like to work with a playful and creative food provider to impress their guests or employees, they would be more engaged with the brand.

Photography and Creative directions are mostly minimalist and simple but must be creative and authentic in representing VSM brand.

MISSION MARS 2030 MENU 100% VEGAN POUR LES ASTRONAUTES

The versatility of this logo is evident. We did not realize that our logo could be used in so many ways. We are so proud to bring up the logo again and see it being used in a creative way. We are so proud to see it being used in a creative way. We are so proud to see it being used in a creative way.

Mediator

Mediator is an innovative start-up that aims to leverage the Algerian talent to conquer the international markets of creative freelance industry around the world, by providing a wide variety of professional services with affordable prices and the highest quality.

The name is a little bit controversial because of the scandal made by the pharma-company «Servier» selling a deadly drug (benfluorex) in the name of «mediator», but we chose it to describe the role of the start-up in «mediation» that in our case is about creating opportunities between our team of freelancers and the international clients, it also refers to the artistic background of the founders (I am one of them by the way), as the word «le mediator» in French means «the guitar pick».



My role in this project was to come up with the whole business and branding strategies, also to ensure a design that reflects the values and professional intentions of the start-up, and captures attention through a bold visual identity.

The logotype (shown in the next page) is based around a bold typeface with unusual angles and shapes to convey boldness and straight clean lines to convey professionalism. The logo symbol (which is the one on this page) refers to the buttons on a gaming controller, which means «we know how to play the game». Also the combination of the full Mediator logo creates an arrow in negative space which is intentionally relating to our integrity, speed and straight-to-the-point business mindset.

The primary color palette contains three colors: Magenta, Blue, Green, which mean respectively: Creativity, Trust, Hospitality. And the patterns are an intriguing combination of elements from the logo containing colors from our secondary palette.

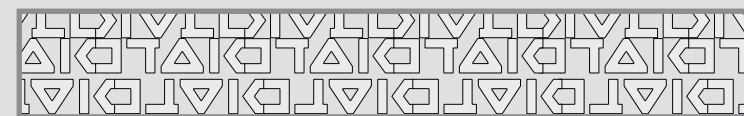
The Final results came out very bold and accurate, and the whole team loved the visual identity from the first look, and got hooked when I explained the design decisions behind it.



PARTAGEZ VOS VALEURS.
PARTAGEZ LA QUALITÉ.

PARTAGEZ VOS VALEURS.
PARTAGEZ LA QUALITÉ.

MEDIATOR  **MEDIATOR** 



CALIBRI - BOLD
Calibri - regular

MEDIATOR  **MEDIATOR** 



Sonatrach C60

Sonatrach is the biggest company in Algeria and one of the biggest oil companies in the world. They announced a national logo design contest for their 60th birthday event in 2023. The contest had a good media coverage and a lot of anticipation from Algerian designers.

The brief was to make a logo that reflects the values of the company and brings the element of celebration for 60 years of existence. Algerian economy is basically dependent on this one company, you can imagine how important this contest is, and the huge prize that will be given to the three winners.



My proposition was based on the existing logo of Sonatrach, with the addition of numerical elements (60) with a touch of minimalism and a «Vignelli» inspiration. You can see the logo design process in this video: [click here](#).

Here you will find snippets from the brand book that explains everything about this brand and how it works, including the color palette, display designs like banners and posters.

The announced results were very disappointing for the 5000 designers who participated and the whole contest was rumoured around social media as very corrupted, because there were only two winner designs, and the rest were not good quality designs, as they said...



December 2022



60th Birthday 1963-2023
Leading the Change.

ÈME Anniversaire 1963-2023
L'Énergie du Changement.

عاماً 1963-2023 سوناطراك

L'Énergie du **Changement**



AAC

AAC is an Algerian start-up that has a mission of raising the quality of architecture through competitions. As it runs under two names «Algerian Architect Competitions» and «African Architecture Competitions», the founders were aiming at the bigger opportunities in all around Africa, and that is what the creative brief was all about.

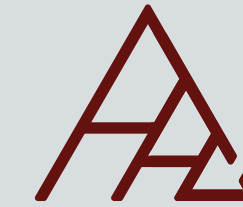
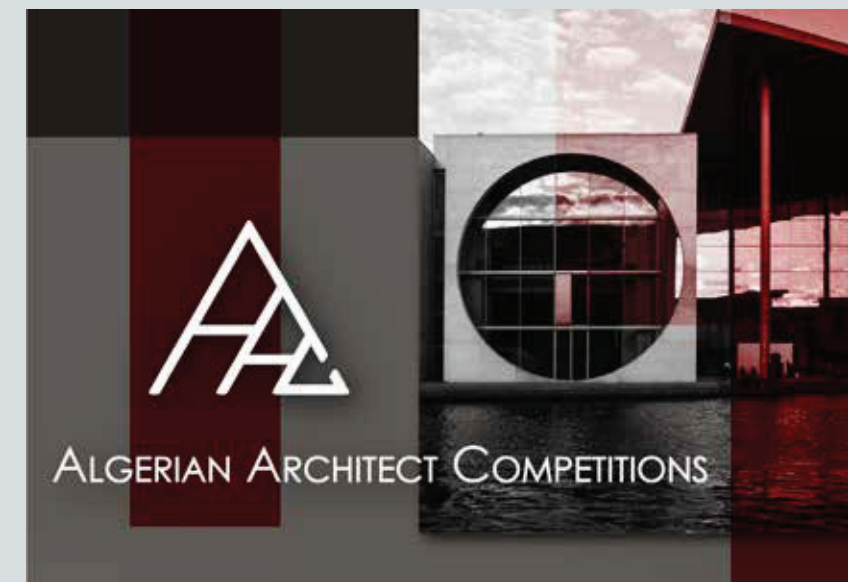


My assigned role was to develop a branding strategy and the whole visual identity for the start-up. After agreeing on the «African» vibes, I started on drafting tribal symbols for the logo (like the Touareg Key - found in the next page.), but after several revisions and iterations with the client, I decided to go on a different way, so I went for a geometrical shape that reflects the architectural aspect of the logo.

The AAC brand is minimalist, sleek and modern. The triangular shape of the logo gives a feeling of stability and balance, the details of the crossbars in those two «A» letters resemble levels of a building, and those same details can resemble a brick layout too.

The color palette is inspired from the red earthy tones found in Africa (specifically from a city in the Sahara desert called Timimoune). And the pattern reminds me of Moroccan Berber Carpets.

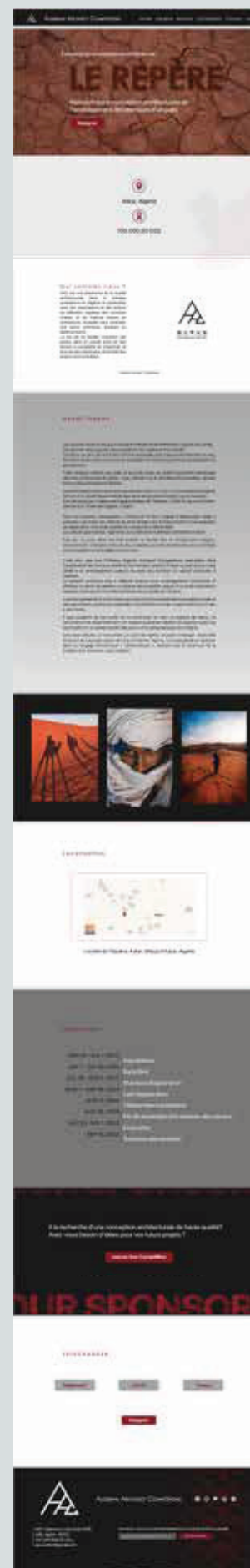
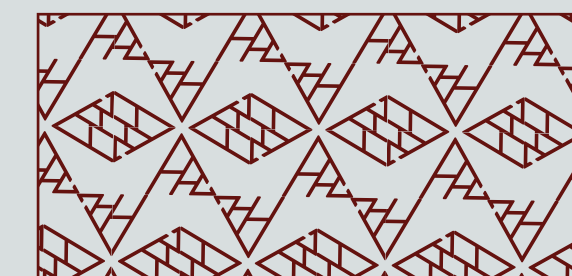
The clients approved the work with so much excitement and appreciation, and then we went for the next phases of design, like business cards and social media posts and banners.



ALGERIAN ARCHITECT COMPETITIONS



Century Gothic - Bold
Century Gothic - Regular
SF Pro Display - Medium



Mari Clinic

Mari is a clinic that specializes in the practices of natural therapy, located in ElEulma, Algeria. They offer a wide range of services and care, including «massage, cupping, chinese needling, skincare, herbal therapy... etc.» they also sell products like natural soaps and creams.



The whole brand identity is inspired from Japanese culture and the zen minimalist lifestyle it provides, the logo represents the «balance rocks», the zen circle and the Ateji symbols for «Mari» which means «pear tree» in Japanese.

The client approached us at an early stage to handle the entire project:

- Business planning, marketing and branding strategy
- Logo design and visual identity
- Interior design and Construction work*
- Digital marketing and community management

It is an ongoing project and I have been involved in most of its different stages.

This project took us more time than what we anticipated but the results came out very pleasing and the client was satisfied.

* if you want to see the interior design and on-site work, please do not hesitate to ask ;)



MARI
Clinic.

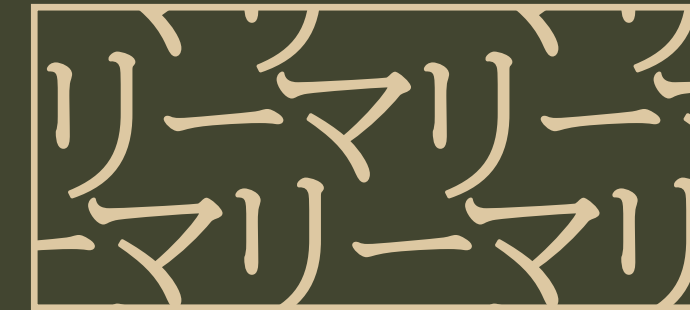
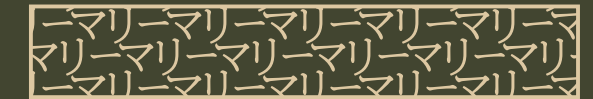


Montserrat Black
Montserrat Medium
Montserrat Light
لاما سانس غليظ
لاما سانس خفيف



Clinic.

Clinic.



#424530

#DDC9A2

#FFFFFF

#DD8E31

#828165

#CFD2D3

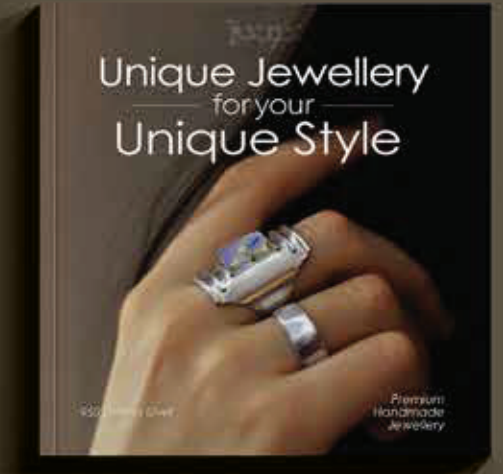


Khokha is a Premium Handmade Jewellery brand, based in Algeria and selling their beautiful creations all around the world.

The name means "a ripe peach", in the past, women were called by such a name, this name reflects Algerian traditions, a historical and a modernized name for a unique and distinctive brand.

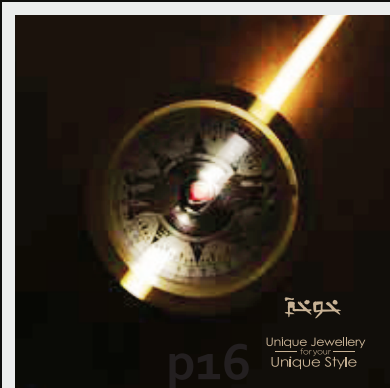
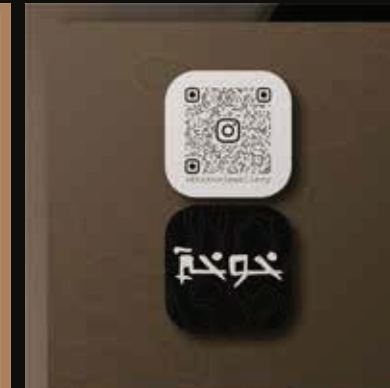
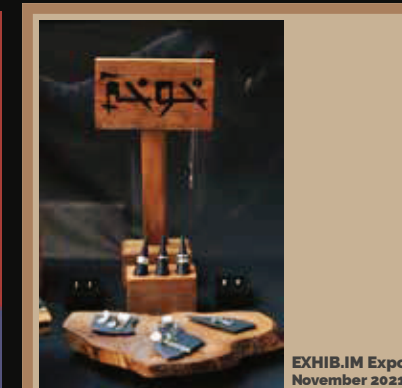
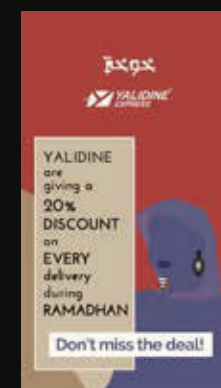
The colors are toned down, earthy and not very flashy, to deliver a feeling of luxury and peacefulness.

The logo design is inspired from the Algerian traditions, a mix between the cool Mediterranean climate and the harsh divinity of Algerian desert, and essentially the soothing process of hand crafting jewellery from a raw metal like silver.



Josefin Sans Bold Raleway Heavy Raleway Regular

خوكھا	#100D0D
خوكھا	#B4875F
خوكھا	#F2F3F4
خوكھا	#D2CABA
خوكھا	#847968
خوكھا	#D1BC9E



CALIMERO



@SAMY_ROUMILI

SAMY ROUMILI IS A TALENTED VISUAL ARTIST FROM ALGERIA. HIS PHOTOGRAPHY BRAND IS CALLED «CALIMERO».

HE APPROACHED ME WITH A CHALLENGING PROJECT BRIEF: A LOGO AND A VISUAL IDENTITY, INSPIRED FROM HIS FAVOURITE CARTOON SERIES «CALIMERO», AND MUST REFER TO HIS NEW CHALLENGE («30 DAYS OF PHOTOGRAPHY»).

MY APPROACH WAS VERY SIMPLE, I MADE THE FOLLOWING MOVES:

- MADE THE EYES AND MOUTH INTO A ROTATED 30.
- MADE A SHAPE THAT REFERS TO CALIMERO'S FAMOUS HAT.
- REPRESENTED HIS PATCHY BEARD TO MAKE IT MORE PERSONAL.
- THE LOGOTYPE IS «HANDMADE» TO MAKE IT PLAYFUL.
- AND TO MATCH THE BRAND WITH HIS PERSONALITY AND HIS ARTISTIC STYLE, I USED A VIBRANT AND CONTRASTY COLOR PALETTE.

THE RESULT CAME OUT VERY SATISFYING AND THE CLIENT LOVED THE WORK AND THE PROCESS.

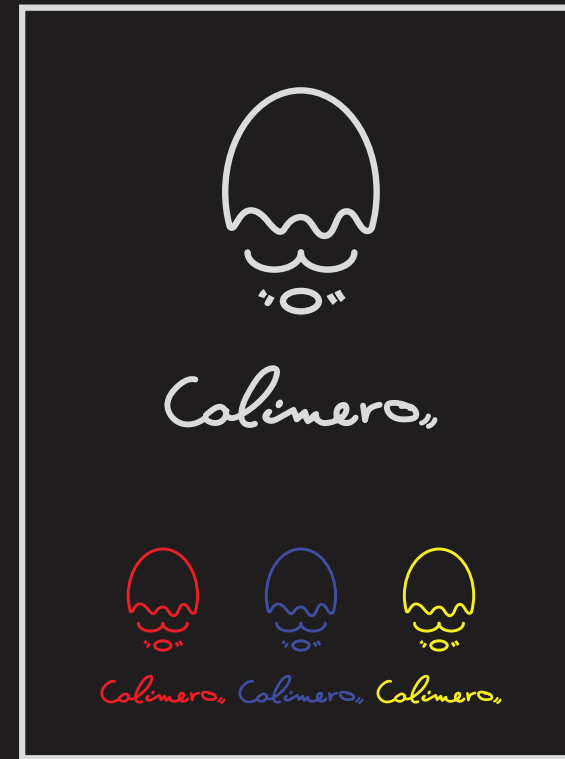
#2B39CA

#231F20

#FFF200

#E9EAEA

#ED1C24



TYPOGRAPHY
NULSHOCKRG-BOLD



@SAMY_ROUMILI
PHOTOGRAPHE DE PLÂTEAU
PORTFOLIO

HERMINE FILMS / SPOT VIDÉO DE PRÉSENTATION
JUILLET 2023
RÉALISÉ PAR: ACHREF ZEKRI
ASSISTANT RÉALISATEUR: MOHCEN HAMADOU
AIDE TECHNIQUE: NADJA HAMADOU
PHOTOGRAPHE DE PLATEAU: SAMY ROUMILI
ACTING: MOHCEN DJAROUJI



HERMINE FILMS / SPOT VIDÉO DE PRÉSENTATION
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ACTING: MOHCEN DJAROUJI



Calimero

NOTE: THIS IS JUST A SAMPLE
THE ACTUAL PORTFOLIO IS MORE COMPLEXE,
I AM SHOWING JUST THE STRUCTURAL GRAPHICS AND THE

IzzaMood

IZZAA
mood



Izza Mood is an online shop that is concerned about the personal and professional development of Algerian women.

They offer a variety of products in the categories of lifestyle, well-being, beauty, organization and care products. All is %100 made by Algerian producers and artisans.

Izza Mood is also a personal and professional development blog, where articles, videos and podcasts intertwine to guide the Algerian woman in order to flourish and chart her own path in entrepreneurship and in her daily life.

The logo is a mix of two styles aiming to reflect the brand's vision and values. The first word (Izza) is all about structure, organization, dedication, and strength. The second one (Mood) is about the "mood" that the brand has to offer, it gives the vibes of friendly, organic and energetic.

The "moon" illustration goes to the kabyle traditional symbolism, which has to do with the naming of the brand and the founder's inspiration. The letter "i" of Izza plays a role of a window to a starry night (if you zoom into it, you'll find the stars). Such an image gives a sense of calmness, relief and happy dreams.

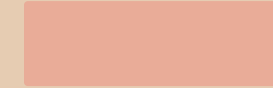
IZZAA
mood



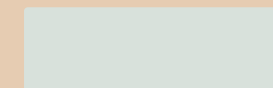
Montserrat
Enostalgia script



#49586B



#E9AC9A



#D9E1DC



#FFFBFD

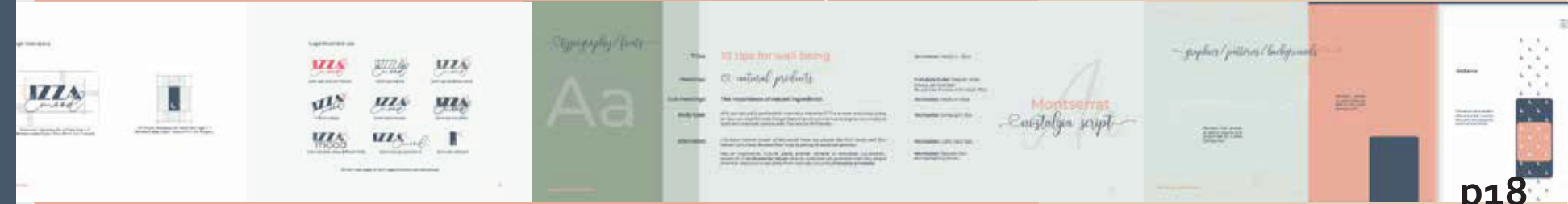


#E6CDB3



#96A594

The client asked me to provide her with a coherent branding that reflects her mindset and connects with her targeted community. My role was to give her team a consistent basis through a brand book with simple and clear instructions for them to build their marketing and other materials like website and social media designs. It was very fun working with the team, especially when I gave them a branding strategy workshop at the office, Chakib which is the web developer in the team told me after that session that it was the best working session he has ever had... Something that made me very happy and glad to provide some value to people.





VISUAL IDENTITY

BRAND IDENTITY GUIDELINES & STRATEGY

Sinda Déco Brand book



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In closing

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Introduction

Welcome

Hello!
We are Sinda Déco and we help women decorate their homes with our "jute" based products that add a natural and cozy feel in the different spaces around the house.

What's inside?

Inside our identity guide you will find the style we use, our logos, words, colors and best practices.

Each element has a specific role to play, but the real magic happens when they are all used together. The following pages will help you understand our brand, what it stands for and how to express it in the best possible way.

About Sinda Déco

Sinda déco is a brand that makes and sells home decoration products that give a natural and old-time vibes to the space while being stylish and modern.

" With a strong commitment to quality and an impeccable attention to detail, we curate decoration pieces that effortlessly infuse spaces with a timeless charm and a sense of natural elegance.

Our products are meticulously designed to evoke a sense of nostalgia, offering a seamless blend of old-world charm and contemporary sophistication. Each item is handcrafted with utmost precision, utilizing premium materials and employing traditional techniques.

At Sinda Déco, we understand the importance of creating a harmonious and inviting ambience within the home. Our collection exudes a distinctive aesthetic that seamlessly marries the beauty of nature with modern design elements. The result is a range of home decoration products that effortlessly transform any space into a sanctuary of serenity. "

Our purpose

Elevating spaces with timeless hand-crafted home decor that embraces the charm of old-times. We strive to create an ambience that evokes nostalgia and fosters a deep appreciation for the beauty of bygone eras.

Our vision

To establish a full-scale atelier offering a wide range of meticulously crafted products. We will also collaborate with event managers to transform spaces into enchanting realms for ceremonies and events.

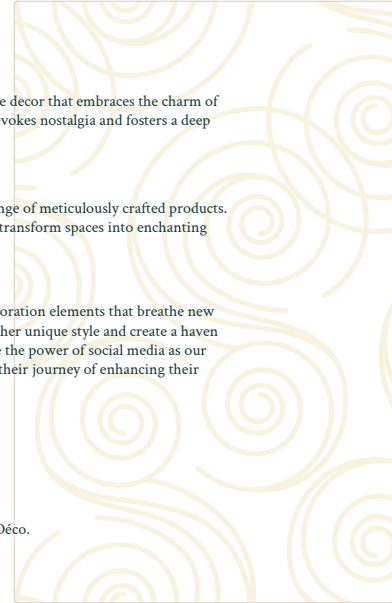
Our mission

We provide a curated selection of captivating decoration elements that breathe new life into homes, allowing each woman to express her unique style and create a haven of beauty and comfort. Our mission is to leverage the power of social media as our primary channel to inspire and guide women on their journey of enhancing their living spaces and homes.

Our values

- Between.. Trust and friendliness.
- Between.. Simplicity and quality.
- Between.. Comfort and Change.
- Between.. ancient and modern.

The above elements define the essence of Sinda Déco.



Brand style guide

Brand Logo

Primary logo



Sinda Déco

Secondary logo

Sinda Déco

Icon



Logo description

Sinda Déco's logo is a sleek, playful and minimalist logo that conveys many concepts at the same time...

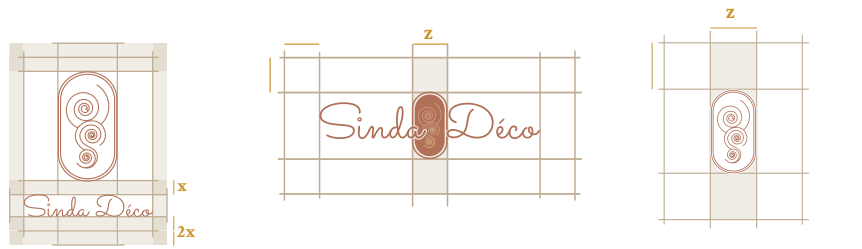
First, it is mainly inspired from the twisting lines of the "jute rope" which is the material used for making most of our products.

Also, if you pay attention to the lines, you can detect all the letters in "Sinda Déco".

This line-art logo can give us a great sense of what the brand is all about.

- Swirls of jute: referencing the product line
- Organic shapes: natural and earthy vibes
- No harsh edges and lines: cozy and relaxed mood
- Round seal: stability and continuity
- Earthy colors: cozy and natural aesthetic to emphasize the nostalgic feeling of old-times.

Logo clearspace



Minimum clearspace for primary logo = X
Minimum size Digital: 100px Print: 2cm (height)

Minimum clearspace for secondary logo = Z
Minimum size Digital: 100px Print: 1cm (height)

Minimum clearspace for icon = z
Minimum size Digital: 100px Print: 1cm (height)

Logo incorrect use



All the rules apply to all variations of the logo (primary, secondary and icon)

Brand colors/ Color Palette

	#173635 / JUNGLE GREEN / CMYK (%) 58 57 63 57 / RGB 23 54 53 / HSB 178° 57% 21%
	#CA922B / SATIN GOLD / CMYK (%) 20 43 100 2 / RGB 202 146 43 / HSB 39° 78% 79%
	#B07158 / BROWN SUGAR / CMYK (%) 26 60 66 8 / RGB 176 113 88 / HSB 16° 50% 69%
	#D9B18E / TAN / CMYK (%) 14 30 45 0 / RGB 217 177 142 / HSB 28° 34% 85%
	#BFAC91 / KHAKI / CMYK (%) 26 29 44 0 / RGB 191 172 145 / HSB 35° 24% 75%
	#EED6AA / WHEAT / CMYK (%) 6 14 35 0 / RGB 238 214 170 / HSB 38° 28% 93%
	#F0E58D / DUTCH WHITE / CMYK (%) 6 6 28 0 / RGB 240 229 189 / HSB 47° 21% 93%
	#FFFFFF / PURE WHITE / CMYK (%) 0 0 0 0 / RGB 255 255 255 / HSB 212° 00% 100%

Color palettes

Primary color palette	100% opacity	Secondary color palette	75%	Secondary color palette	50%

Color Guide

We chose an earthy color palette to present the essence of our business, which is to provide a natural touch of decoration elements for our customers to help them elevate their space and make their homes cozier.

This kind of color palette can be tricky to work with because of contrast issues.

The only advice that we have here is about contrast:

If you want to give a strong impression, use contrasting colors, like Jungle Green with Satin Gold and Pure White.

But if you want to give a relaxed and "earthy" impression, then you can use colors that are not very contrasting to each other, like Brown Sugar, Tan and Wheat ... Thus, be careful not to make the design unclear or unreadable.

Logo in color

Slogan

Color palette: Jungle green, Sinter gold, Brown sugar, Tan, Khaki, Wheat, Dutch white, Pure white.

Sinda Déco - Brand Book

Typography / Fonts

Titles Embrace Timeless Elegance: Introducing Sinda Deco's Signature Style

Headings 01. Redefining home decor with old-world Charm and modern Sophistication

Sub-headings Discover the Perfect Blend of Nostalgia and Contemporary Design

Body type At Sinda Deco, we invite you to immerse yourself in our signature style that beautifully marries the allure of old-world charm with the refined aesthetics of modern design. Our meticulously crafted home decoration products effortlessly transport you to a bygone era, evoking a sense of nostalgia and timeless elegance. Each piece is thoughtfully curated, meticulously handcrafted, and made with premium materials, ensuring not only visual appeal but also durability.

Alternates From vintage-inspired accents to sleek, contemporary designs, our collection offers a wide range of options to suit your personal style and elevate your living spaces.

"Experience the captivating allure of Sinda Deco and transform your home into a haven that reflects your unique taste and appreciation for the beauty of both the past and the present."

Sinda Déco - Brand Book

Graphics/Patterns/Backgrounds

A swirly pattern based on the letter "S" that refers to the brand name "Sinda". The swirls are intertwined in an harmonious way to convey a sense of intricacy and interest.

A line-art pattern inspired from "Art-Deco" style from 1920's, used to give a classy and sleek look to the brand, and to make it feel premium to customers

A solid background is the standard for a consistent branding, you can choose a color from the brand color palette and set it as a background for any design or infography. The one rule that must always be applied is that you should make a good contrast between the background and the elements/text on top of it... We made a secondary palette just to make it easier.

Inspired from the "Art-Deco" era, this element can be used in designs and prints like labels to substitute for the logo. If used properly, this graphic can be a valuable asset for Sinda Déco brand.

Also inspired from "Art-Deco" style, this element can be used in designs and prints like letters and social media designs. If used properly, this graphic can be a valuable asset for Sinda Déco brand.

This is a compilation of the different patterns and color variations of our visual identity design. The ideal use of these patterns is to put one solid background and put the pattern over it playing with contrasting colors from the brand palette. Please keep in mind that more than one pattern per design can ruin the clean aesthetic of the brand, be careful :).

Collateral Designs

Business Cards

Packaging

Social Media

Sinda Déco - Brand Book

Typography / Fonts

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Collateral Designs

Business Cards

Packaging

Social Media

Sinda Déco - Brand Book

Sinda Déco Brand Strategy Document

THE FIRST STEP WE DO WHEN STARTING A BRAND IS TO HAVE A GOOD UNDERSTANDING OF THE CLIENT'S BUSINESS AND ASSURE AN EFFECTIVE ONBOARDING TO GET THE BEST RESULTS **/This is the full document, please zoom in to read./**

Sinda deco brand strategy

Brand discovery

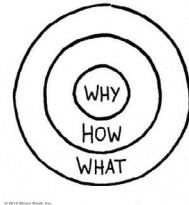
- Brand audit:** Sinda deco is a brand that makes and sells home decoration products that give a natural and old-time vibes to the space while being stylish and modern.
- Market Segment:** Married women 25-65
- Audience:** Women who are interested in home deco
- Client persona:** (demographic, geographic, psychographic)
 - Celia: 30, Algerian, married, house-wife, moderate budget.
Personality: Classy everywoman; seeks belonging; welcoming, empathetic, helpful.
likes: affordable products, personalized products, kitchen styling, home decor.
Desires: satisfaction, being recognized by and connected to her family.
Fears: isolation, neglect, irresponsibility
Challenges: hard to do a significant change in the house without spending a big budget, stressful being all the time at home looking at the same things
 - Sinda: 25, Algerian, married, working woman, good budget.
Personality: Explorer spirit; attractive, energetic, thrill seeker, nature lover

- Likes: Quality and affordable products, modern home decor, showing her personality on her house, outdoors and activities
Desires: satisfaction, change, adventure, freedom
Fears: routine, stagnation, confinement
Challenges: stressful being at home looking at the same things forever, don't have time to go find new things for her house, don't have time to go to nature
- Competitors:**
How shall we differentiate our brand from the competitors?
 - Assure the high quality
 - We show the use of the products
 - We sell packs
 - Promotions (discounts)
 - Livraison gratuite for some packs

Internal brand elements

- Purpose (Why):**
og: "Garder une ancienne touche pour avoir une fierté d'avoir des éléments ta3-bekri."
ext: "Through our products, we give an old-times feeling to the space, so people can feel proud of having them." "make people feel proud by having old-times elements in their space."
- Vision (Where):**
We manufacture our products in our full scale atelier,

- we have a wide range of products and we work with event managers on decorating spaces for ceremonies and events.
- Mission (How):**
Using social media as our main channel, we help married women add new decoration elements to their homes.
 - Values:**
Entre.. Trust and friendliness.
Entre.. Simplicity and quality
Entre.. Comfort and Change.
Entre .. ancienneté et moderne



What
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competitors.

Why
Very few organizations know WHY they do what they do. WHY is not about making money. That is a nice fit to a purpose, cause or belief. It's very reason your organization exists.

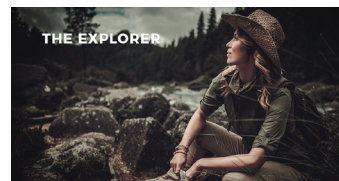
External brand elements

- Brand personality:**

80% Explorer, 15% Caregiver, 5% Creator

“The role to play for the audience is "A friend that is happy to help in home decoration."

"Brand personality is a framework that helps a company or organization shape the way people feel about its product, service, or mission. A company's brand personality elicits an emotional response in a specific consumer segment, with the intention of inciting positive actions that benefit the firm. Customers are more likely to purchase a brand if its personality is similar to their own."



The Explorer is most focused on helping their consumers find and express themselves, no matter

their voyage.

"The Explorer's" brand experience revolves around authenticity. Finding one's place in the world is difficult enough without being misled by corporations only looking to increase their bottom line. Explorer brands encourage their audience to take risks while providing services and products that help them do so safely by mitigating any possibility of real risk and/or danger. "The Explorer" promises freedom from rigid structure and conformity and lowers the barrier to entry to doing so.

Ideal Customers: These consumers value freedom of expression and trailblazing, and they feel loyal to brands that display these characteristics. Explorers tend to be risk takers, so they value ads that take risks too. They tend to sit up and take notice when presented with new stimuli.

Weakness: These brands can be perceived as reckless or as encouraging questionable activities.



The caregiver brand is driven by its need to help and protect. It exists to provide care, in one way or another. This could be through their products or service but in a larger context, the need to provide care is based on their brand purpose, vision or mission. In fact, all brands should have a little bit of the caregiver brand archetype to ensure that they have empathy and care towards their target audience.

Ideal customers: Caregiver brands resonate with customers who demand the best when protecting their family or loved ones. They are well-rounded individuals who care about life and living well. The target audience would respond to care and empathy-based strategy and marketing campaigns.

Weakness: These brands can be perceived as old-fashioned, resistant to change, or overbearing. If the messaging and brand story is not told correctly, the brand will likely come across as disingenuous. So, the

key to success is crafting the right brand story and messaging.

The creator: The Creator's main priority is to express their creativity. Compared to the Ruler, they are quite laid back. They love novelty and they love to create new combinations.

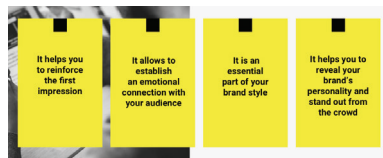
- Brand tone of voice:**

“Friendly - casual - honest - enthusiastic - uplifting - "we" attitude.

A brand's tone of voice revolves around this idea: "It's not what you said. It's how you said it."

Your tone of voice can be defined as your consistent manner of communicating with others, as a specific communication standard in your company.

Your brand tone of voice is not what you tell your customers. It is rather the way you say it to them and the impression you make on them, accordingly. This is one of the reasons determining the tone of voice as one of the brand elements is important.



Good advice for a consistent TOV:

- Promise: Give enough aspirational uplift that the tone of voice is exciting for customers and motivational for staff. Go where the ball is heading not where it is now.
- Ground truth: What is actually true about the company today. It is counter-productive to talk about a business in a way that simply doesn't ring true. You'll disillusion customers if you go too far.
- Use your best examples: Write something that shows what is possible. Use before and after text to highlight the differences.
- Give examples of real-world usage: Describe products, write web copy etc. In fact, the more mundane the starting text, the more useful it is as an example. If you don't address the realities of the business, the guidelines will not be useful.

- Brand positioning:**

The Sinda brand is a small business that is aimed to

women who are going to trust and support the idea of adding an old-times element to their home decor, to enforce their family bonds or to discover a new dimension of home decoration that takes them right to their childhood memories and the nostalgia of "dechra/douar" households from the past.

- Brand messaging:**

- targeting Celia customers leveraging their everyman personality
We help them belong to our supportive community of buyers, medem they are welcoming, empathetic and helpful, THEY CAN SHARE what we ask them to share...
- targeting Sinda customers leveraging their fear of routine and confinement and their desire to discover and explore new things and new sensations...

- Brand story:**

This [article](#) can help you craft a story for your brand and use it in a consistent storytelling that will make your customers excited to hear everything you say... We all love stories!
The Sinda story can be based on the element of "old times"...

- Tagline:** something like "old times products, with a modern twist"

Brand dominance

- Brand presence:**

Social media is the main channel of the business, all the marketing efforts will be based on social media interactions and influence, with the use of product reviews and product utilization video guides.

- Brand awareness:**

Here are some strategies for building brand awareness for your target audience:

- Develop a consistent visual identity: This will help you to create a strong and memorable brand image that will stick in the minds of your target audience.
- Create high-quality content: Create high-quality content that showcases your products and the lifestyle they represent. Be sure to optimize your content for the social media channels your target audience is active on.
- Utilize influencer marketing: Partner with influencers who have a large and engaged following in the home decor and lifestyle space. Influencer marketing can help you reach a larger and more diverse audience and increase the visibility of your brand.
- Use social media advertising: Utilize social media advertising to reach target audience on Facebook, Instagram, and Pinterest.
- Host/attend events and workshops: Host events and workshops that showcase your products and

provide your target audience with an opportunity to interact with your brand in person. This can help you to build a more personal and emotional connection with your target audience.

- Offer promotions and discounts: To encourage them to make a purchase. For example, you could offer a discount on your products for those who follow your social media accounts and share your content.
- Encourage customer engagement: Encourage customer engagement by responding to comments, messages, and reviews. This can help to build a more personal and meaningful relationship with your target audience and increase brand loyalty.

- Marketing Strategy**

- Channels: Social Media 'mainly Facebook, Instagram and Pinterest' Tiktok thani.
- Content strategy: Create a content strategy that provides value and engages your target audience. This can include social media posts, video content, and email campaigns. Be sure to include a mix of product-focused content and lifestyle content that showcases how your products can be used in real-life situations.
- Influencer marketing.
- Promotions and discounts.
- Results monitoring and analysis: Regularly monitor and analyze your marketing efforts to determine what is working and what is not. Use this information to make informed decisions and continually improve your marketing strategy.

- Buyers journey**

A customer journey can help you understand how your target audience interacts with your brand and make the buying process smoother for them.

- For "Explorer" clients:
 - Awareness:** The explorer client first becomes aware of your brand through social media platforms such as Instagram, Pinterest or by attending home decor events and workshops.
 - Interest:** They are drawn to your brand because of the modern and unique touch you give to traditional home decoration products. They are intrigued by the earthy and natural color palette and the quality of your products.
 - Consideration:** They start researching your brand and exploring your website, reading product reviews, and looking at customer photos. They also compare your products with other brands in the market.
 - Decision:** The explorer client decides to purchase one or more of your products because they align with their personal style and aesthetic, and they appreciate the quality and uniqueness of your offerings.

- **Purchase:** The client makes the purchase through available options (social media, website or physical store). They also opt-in to receive emails from your brand for future promotions and new product launches.

- **Post-purchase:** The explorer client receives the products and is impressed with the packaging and the quality of the products. They share photos of their purchases on social media and tag your brand.

They also leave positive reviews and recommend your brand to their friends and family.

- For "Everywoman" clients:
 - Awareness:** The everywoman client becomes aware of your brand through word-of-mouth recommendations from friends and family, or through online advertisements.

- **Interest:** They are interested in your brand because they are looking for practical and affordable home decoration solutions. They appreciate the modern touch you give to traditional home decoration products.

- **Consideration:** They start researching your brand and looking at customer reviews, comparing your products with other brands in the market. They are looking for products that are affordable, functional, and of good quality.

- **Decision:** The everywoman client decides to purchase one or more of your products because they align with their practical and budget-friendly needs.

- **Purchase:** The client makes the purchase through available options (social media, website or physical store). They also opt-in to receive emails from your brand for future promotions and new product launches.

- **Post-purchase:** The client receives the products and is impressed with the packaging and the quality of the products. They share photos of their purchases on social media and tag your brand. They also leave positive reviews and recommend your brand to their friends and family.

- Brand adoption**

Building brand adoption among your target audience requires a multi-faceted approach that focuses on building trust, providing value, and creating a strong emotional connection with your customers. Here are some strategies that can help you build brand adoption:

- Understand your target audience: Conduct market research to gain a deep understanding of your target audience's needs, desires, and preferences. This information will help you create more effective marketing campaigns and develop products that meet their needs.
- Provide exceptional customer service: Ensure that your customers have a positive experience with you

brand from the moment they make contact with you. Respond promptly to customer inquiries and address any concerns in a professional and helpful manner.

- Create high-quality products: Develop products that are of the highest quality, and that meet the needs of your target audience. Use customer feedback to continuously improve your products and ensure that they remain relevant and appealing.
- Emphasize the benefits of your brand: Highlight the unique benefits that your brand offers compared to others, such as a commitment to sustainability or exceptional quality.
- Foster a sense of community: Create a sense of community among your customers by encouraging them to engage with your brand and with each other. This could involve hosting events, creating online forums, or offering exclusive content to members.
- Offer promotions and discounts: Offer promotions and discounts to customers to encourage them to try your brand and build loyalty.
- Continuously engage with your customers: Keep in touch with your customers and provide them with regular updates on your brand and new products. Encourage them to provide feedback and stay engaged with your brand.

- Brand advocacy**

Building brand advocacy involves creating a positive brand experience that encourages customers to become vocal advocates for your brand. Here are some strategies to consider:

- Foster a sense of community: Encourage customers to connect with each other by creating a social media community where they can share ideas, experiences, and feedback. This will help build brand loyalty and create a sense of community around your brand.
- Provide a personalized experience: Personalizing the customer experience is key to building brand advocacy. Consider using data and customer insights to tailor your marketing messages and product offerings to the unique needs and preferences of your target audience.
- Offer rewards and incentives: Consider offering rewards and incentives to customers who refer friends and family to your brand. This can help incentivize your customers to become vocal advocates for your brand.
- Highlight customer feedback: Share customer feedback and testimonials on your website and social media channels to showcase the positive experiences your customers have had with your brand.
- Make it easy for customers to share their experiences and feedback on social media and other online platforms. Encourage them to share their experiences with friends and family and provide them with the tools they need to do so.

- Offer exceptional customer service: Ensure that your customers have a positive experience with your brand from the moment they make contact with you. Respond promptly to customer inquiries and address any concerns in a professional and helpful manner.

Core Message framework

- Empowerment:** Emphasize the idea of empowering women to create a comfortable and stylish home that reflects their unique personalities and interests.
- Personalization:** Highlight the ability to personalize the home décor experience and make it unique to each individual customer.
- Quality:** Emphasize the quality of the products, including the use of natural materials and modern design techniques to create functional and beautiful home décor items.
- Sustainability:** Emphasize the environmentally-friendly and sustainable aspect of the products, appealing to the explorer archetype's love of nature and desire to make a positive impact on the environment.
- Family:** Emphasize the importance of creating a comfortable and welcoming home environment that is perfect for families, appealing to the caregiver archetype's love of family and desire to provide a safe and comfortable environment for their loved ones.
- Creativity:** Emphasize the opportunity for customers to express their creativity and individuality through the products, appealing to the creator archetype's desire to be unique and create something new.

Story framework

A story framework is a structure that outlines the key elements of a story, such as the setting, characters, plot, and resolution. It helps to create a narrative that is engaging, memorable, and meaningful for the audience. A well-designed story framework can be used to communicate a brand's values, message, and personality to its target audience.

For example, a brand might use a story framework to describe how their product or service solves a problem for their target audience, or how it enhances their customers' lives in some way. The story framework should be aligned with the brand's target audience, positioning, and values.

The key elements of a story framework might include:

- Introduction:** Introduce the main character(s), setting, and problem they are facing.
- Conflict:** Describe the obstacles and challenges that the main character(s) must overcome.
- Journey:** Detail the process of how the main character(s) overcome the conflict and achieve their goal.

- Resolution:** Describe the outcome of the story and how the main character(s) have been transformed.
- Emotion:** Evoke an emotional response from the audience by highlighting the feelings and experiences of the main character(s).

By using a story framework, brands can create compelling and relatable stories that resonate with their target audience and help to build a strong emotional connection with them.

Here is a sample story framework for the target audience of 25 to 50-year-old married women who are 80% explorer, 15% caregiver, and 5% creator archetypes based in Algeria:

- Introduction:** Introduce a married woman who is passionate about decorating her home, but struggles to find unique and modern home decoration products that reflect her personal style.
- Conflict:** Show the woman's frustration with the limited options available in the market, and her desire to find products that are not only stylish but also practical and of high quality.
- Journey:** Highlight the woman's search for the perfect home decoration products, and how she discovers the brand that offers a unique collection of traditional products with a modern touch.
- Resolution:** Show the woman's delight in finding the perfect products that meet her needs and preferences, and how she uses them to create a beautiful and cozy home that her family loves.
- Emotion:** Convey the sense of pride and satisfaction the woman feels in creating a beautiful home for her family, and how the brand's products have helped her to bring her vision to life.

This story framework focuses on the target audience's passion for home decoration and their desire for products that are stylish, practical, and of high quality. By showing the protagonist's journey from frustration to satisfaction, the brand can evoke an emotional response from the audience and build a strong connection with them.

*Made by: Aurinko Branding / Mekki Bilal Bourzam

Mobile: +213 659 232 654

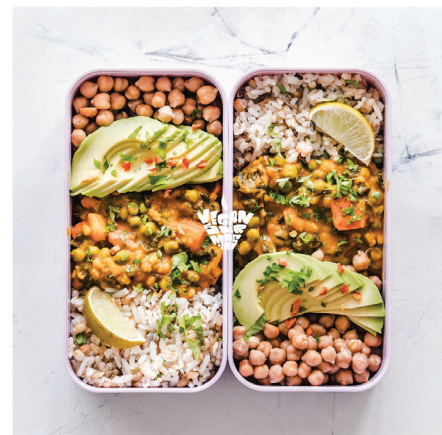
Email: aurinko.business@gmail.com

Portfolio: Behance.net/aurinkobranding

VISUAL IDENTITY

Vegan Sur Mars - Social Media Assets

Vegan Sur Mars is a catering business based in Marseille France, they commissioned me to make them the best branding for their business and more specifically for their personality and mission. It was a hard challenge to work on such an industry and to output a specific visual identity. After many logo propositions and back and forth revisions/iterations, we settled on this playful design that gives the exact vibes that the client wanted, simplicity, playfulness and responsibility... And many more things to consider haha. The following is some social media designs to show you how the brand looks like.



Belux Promotional Campaign

Belux, an Algerian company in the industry of lighting and electrical solutions for large scale projects like TramWays, roads and public spaces.

They wanted to launch a campaign for a contest based challenge targeting kids and teenagers who may be interested in creating their city in the game of Minecraft.

The process was very interesting because we had to merge the three concepts in one "branding" solution: Minecraft (which is a survival game), Architecture and Belux brand-positioning... You can see the results down below :



Jeu-Concours Minecraft: Construis-moi ta ville de demain!

À TOUS LES JEUNES ADOOS DE
L'ALGÉRIE NOUVELLE

TA VILLE CHANGE ET GRANDIT...
COMMENT L'IMAGINES-TU AU FUTUR ?
DIS-LE NOUS AVEC **MINECRAFT** !

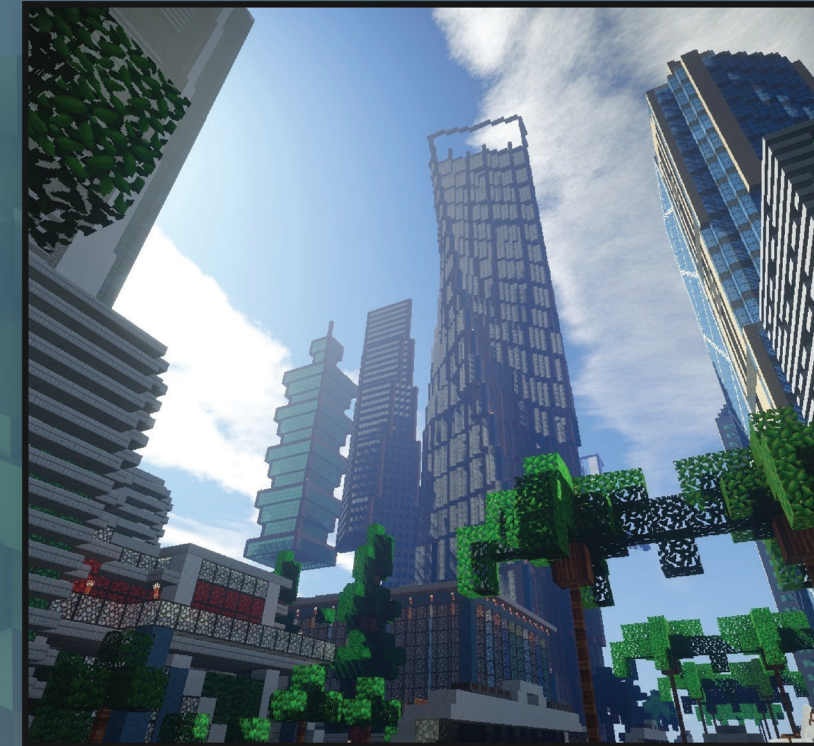
Belux Pour mieux vivre la ville



Jeu-Concours Minecraft: Construis-moi ta ville de demain!

BELUX TE PRÉPARE PLEIN DE CADEAUX !
RESTES BRANCHÉ POUR PLUS D'INFOS

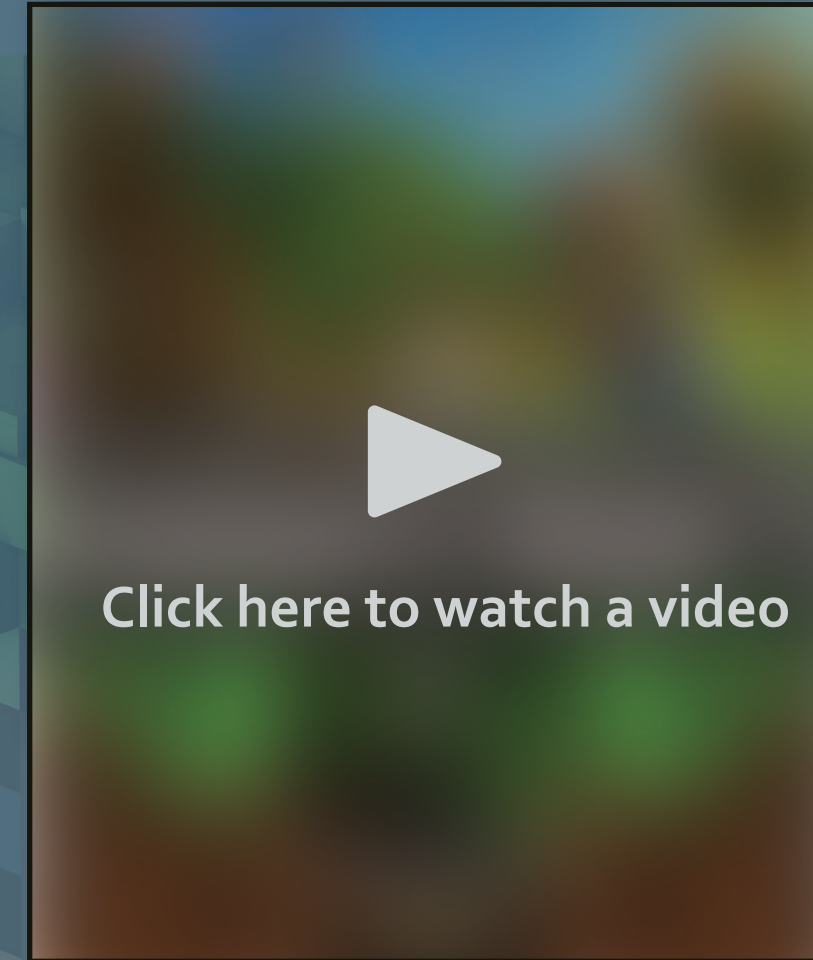
Belux Pour mieux vivre la ville



Jeu-Concours Minecraft: Construis-moi ta ville de demain!

ABONNE-TOI
PARTAGE AVEC TES AMIS
ET SOIS PRÊT POUR JOUER !

Belux Pour mieux vivre la ville



Belux Pour mieux vivre la ville

https://drive.google.com/file/d/1rbvr1XegXRmyL_Oa2qORN2AxXbW8owxP/view?usp=sharing

The image features a central orange horizontal bar with the text "GRAPHIC DESIGN WORK" in bold, black, uppercase letters. This bar is set against a background of a light gray rectangular frame containing a repeating pattern of stylized, light gray letters: "OZ", "GIGI", "RA", and "GD".

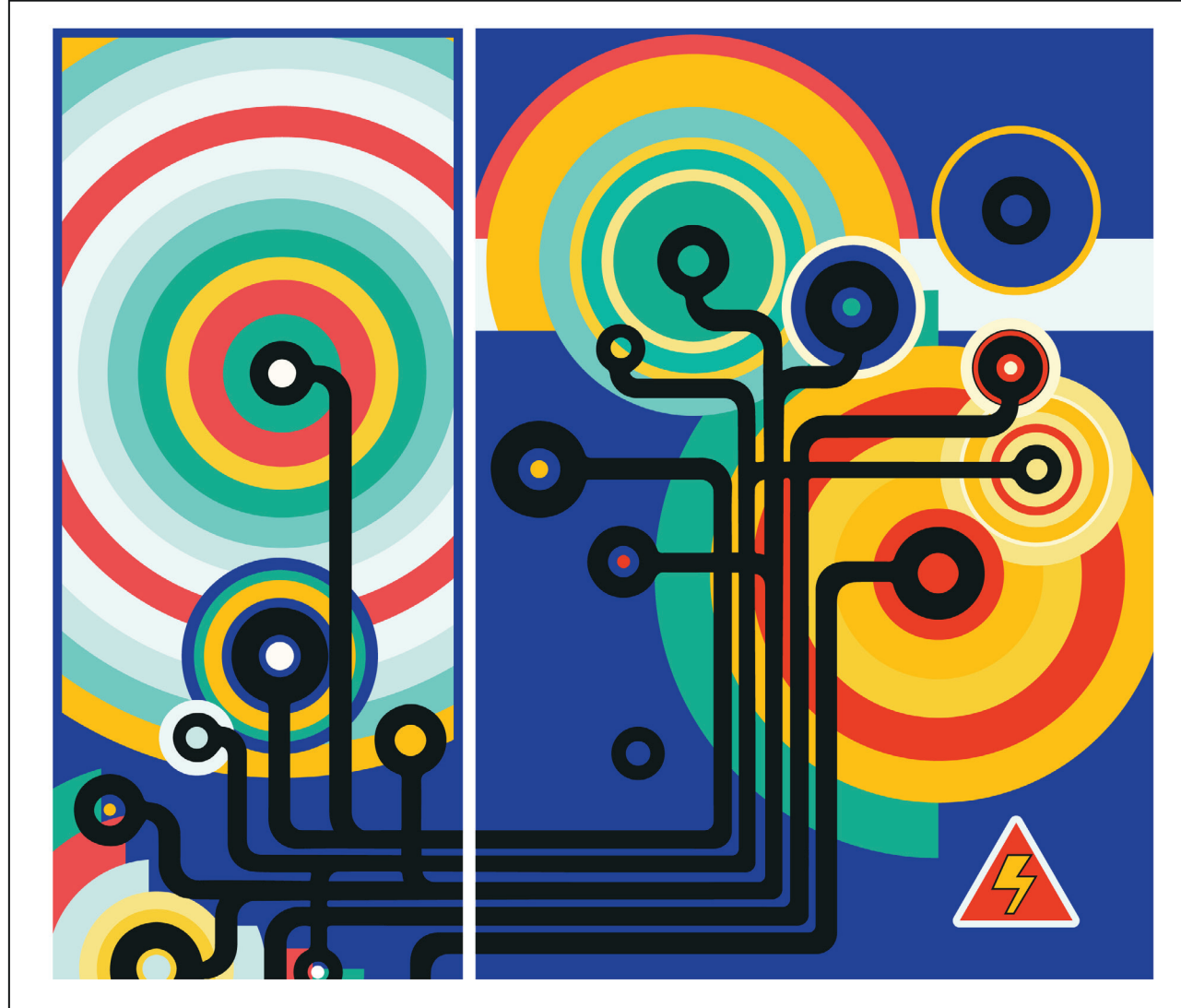
GRAPHIC DESIGN WORK

Product Packaging Design



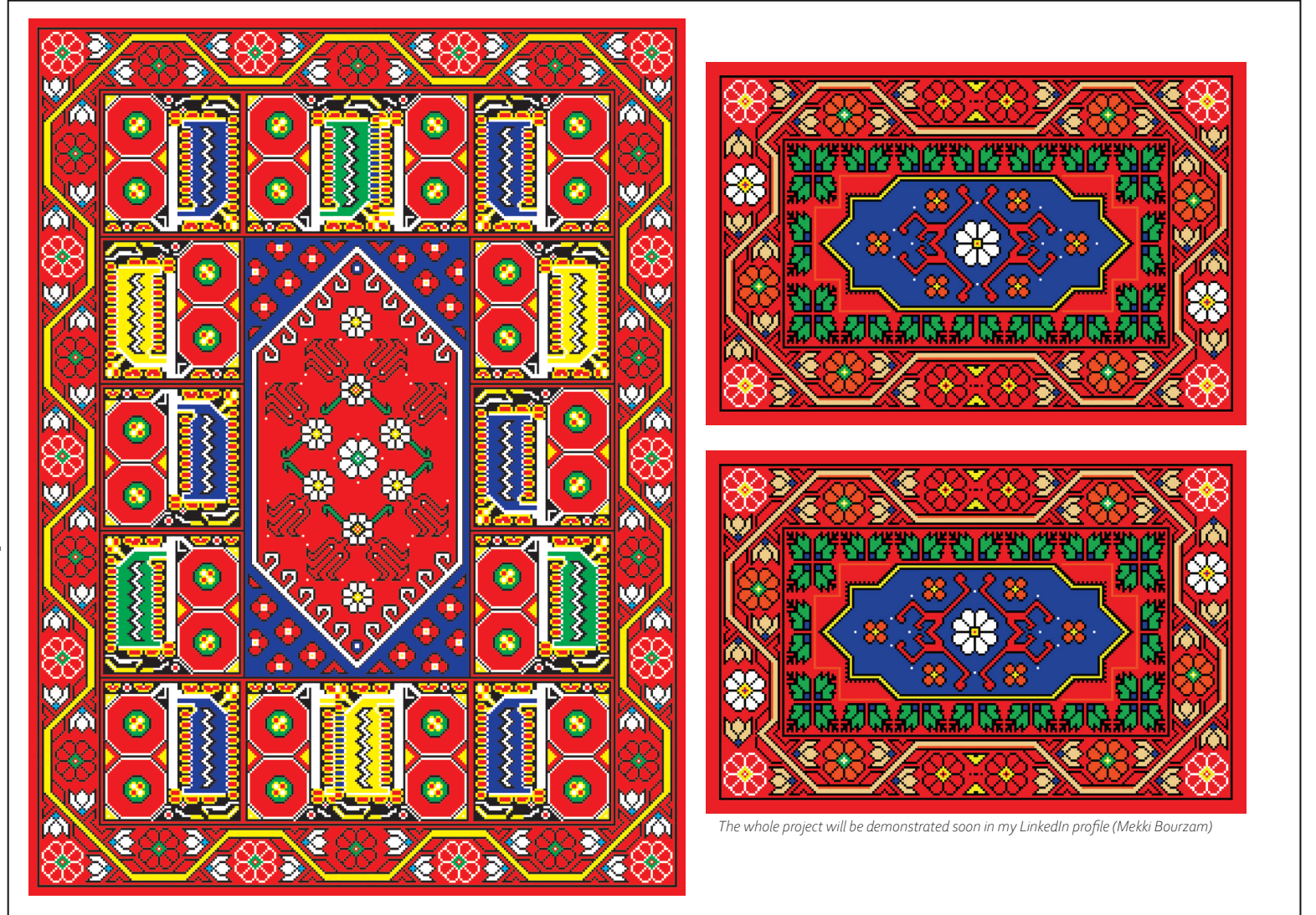
This is a packaging design that I made for a Chinese brand, it was focused on men with a minimalist and simple branding, the color choice was provided by the client, so I used that and created a packaging design that fulfills the client's requirements.

Wall Art Design



This artwork is made for a business in the US to put on a battery system outside of their office building. The battery system was a part of their Solar Energy MicroGrid system that they installed for more sustainability, and they wanted to cover it with a bold artwork that attracts attention of passersby and gives vibes of sustainability and eco-responsibility. They loved this artwork, and they required more iterations to fit their vision.

Traditional Carpet Restoration



The whole project will be demonstrated soon in my LinkedIn profile (Mekki Bourzani)

This is probably the most impactful design project that I worked on so far. I collaborated with "la Chambre de l'Artisanat et des Métiers" CAM- Sétif to work on the reviving of a long-time dead tradition in the region of Sétif which is Carpet weaving, and specifically Guergour Carpets... A tradition that disappeared slowly after the death of its father "Meziane Bouazza" in 1915. We did a really intensive research using the records and library of laCAM and I went and made the first "original" guergour designs to send them to the "atelier" to begin making them for an international exhibition in France. *We visited the women in the atelier and they were very happy for my work and so excited to see final results.*

Tshirt design with the help of AI

It has been more than six months since I first started using AI in my design work and it helped me gain a lot of time by providing good-enough images that I can manipulate and use for my specific design-direction a.k.a my client's needs.

The following work (toyota designs) has AI art as the main graphics and the client loved them because it saved them hundreds of dollars of hiring an illustrator to do the artwork for them, it literally took me few hours to generate and to edit them to perfection.

You can take a look at the following offroad toyota illustration and notice the incredible details that I was able to get with some hours on Photoshop, given that the client sells Toyota Offroading Car-Parts like the grill accurately featured in my artwork.

Isn't this very interesting?

All the next t-shirt and merch designs are my own creation for real-life Print On Demand use and some of them have AI art.

My Photoshop skills helped me overcome the actual limitations of AI (inaccuracy and messy details for the major part).



Tshirt design & customer targeting

BEST CAT DAD EVER
BEST CAT MOMMY EVER
HOT



Deutsche
Weinstraße



UNITED STATES OF FREEDOM
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NOT GUILTY

CHRISTMAS IN JULY
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Tshirt designs & mockup work





Branded Rides is my most recent personal project, I won't put too much details about it here, but it is worth mentioning. For businesses in CA & USA that rely on vehicles for their operations, Branded Rides offers Vehicle branding designs and other branding services with a focus on quality. Providing designs that stand out and strategically improve brand recognition and awareness along every road the vehicles go.





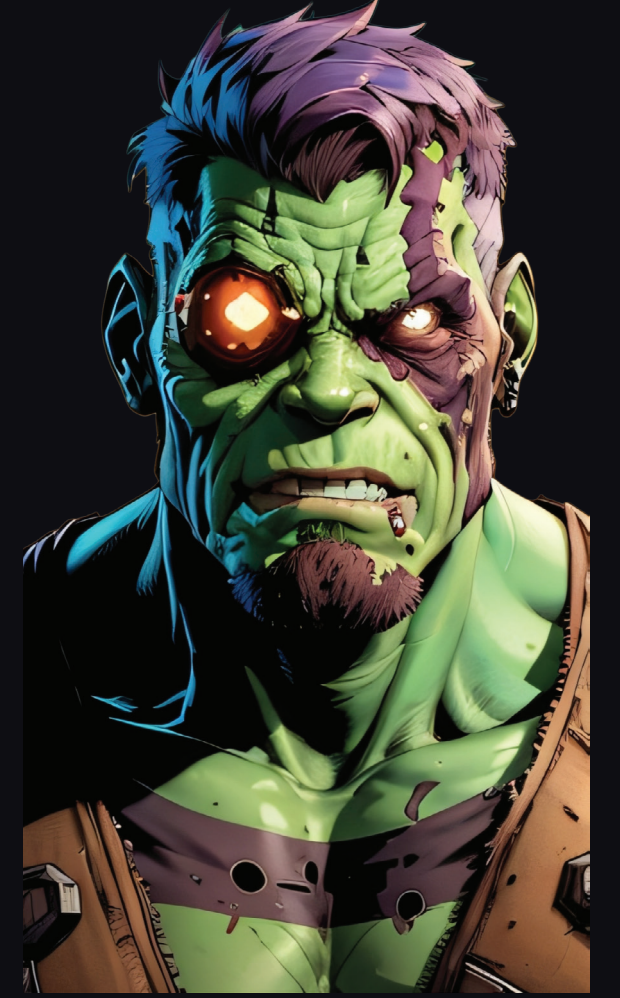
A PASSION FOR EXPERIMENTATION

AI Integration in Illustrations and Fan Art

This FanArt series are an experiment I did using AI and popular characters from Marvel & DC comics, but with my own twist to them.

The art-series featuring more than 25 artworks is made in a specific inspiration, focusing on the characters being old, cyborgs and have a look like they have been doing their job for centuries.

It was so much fun doing this and I'm willing to expand this AI concept into other fields of art and illustrations.



AI Integration in Fine Art Creations

I treated this whole art experiment as a real medium to express my artistic views and inspirations. The first piece for example is one of three works that have the same basic inspiration from a legendary artist Zdzisław Beksiński who made some great dystopian surrealism paintings. With my understanding of colors and their meaning and with proper research on the artist, his style and the type of colors and graphics he used, I have been able to come up with this art-series that I named "The Death Chamber". The whole theory makes sense, I will share it on my social media in the future, so if you are interested, make sure to follow me on LinkedIn (Mekki Bourzam).

01- THE DEATH CHAMBER (Beksinski inspired 3-piece art series: the death chamber, familial death, death samples)

02- INTELLECTUAL CRISIS (Beksinski inspired 3-piece art series: communities, families, friendships)

03- CIVILIZATIONS (Beksinski inspired 3-piece art series: war, disease, culture)

04- IN THE NAME OF (3-piece art series: politics, security, economy)

05- GOVERNOR (Salvador Dali inspired 3-piece art series: patriotism, justice, taxes/not shown here)

You can find all of my creations with a detailed description of every piece in my instagram: @wanderer.213



01

@b.brzm
AI GENERATED ART
Inspiration: Zdzislaw Beksiński



02



04

05



03



THANK YOU!

Mekki Bilal Bourzam

Digital creator, Graphic designer
Branding Specialist

+213 659 232 654

aurinko.business@gmail.com

Cité 8 Mai 1945, Bât A, 01, Sétif, Algeria.

Give me a call, I'm always available.