



# PORTFOLIO

MUHAMMED AKBAR M

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## About Me

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Digital Marketing Executive with 3.5 years of experience and expertise in visual design. Proficient in creating compelling marketing materials, leveraging digital platforms to boost brand visibility and engagement. Skilled in utilizing various design software and marketing tools to execute impactful campaigns. Demonstrated success in developing and implementing effective digital marketing strategies.

# Branding

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Branding is much more than just a cool logo or well-placed advertisement. A recognisable and loved brand which is consistent in communication and experience is one of the most valuable assets a designer can own.



# JM Systems & Solitions

Strategy, Brand Identity, Design and Development for  
JM Systems & Solitions

## Brand Mark





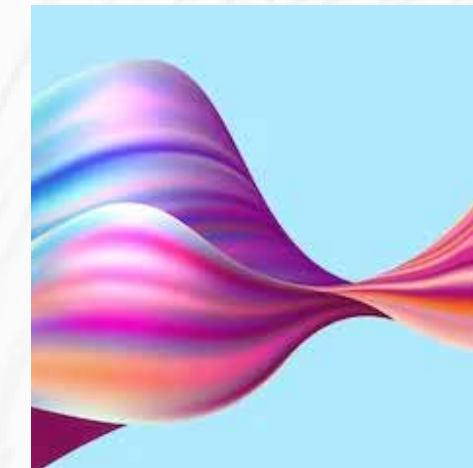
## Brand Mark Inspiration



Letter “JM”



Tech Lines



Flow



# School Outreach Learning

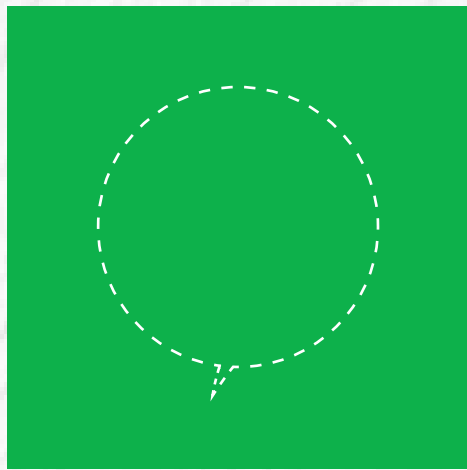
Strategy, Brand Identity, Design and Development for  
School Outreach Learning

## Brand Mark





# Brand Mark Inspiration



## Round Shape

The round shape symbolises the Thinking Icon which represents the realm of ideas, knowledge, and thought. It also symbolises the intellectual growth and curiosity of students within the School's Outreach Program.



## Two Children

The depiction of two children represents the sense of togetherness, collaboration, and shared experiences.



## Leaves

The inclusion of leaves signifies growth, vitality, and connection with nature. It symbolises a nurturing environment where students are encouraged to explore, discover, and develop their potential.



## Circle

The circle represents World, highlighting the program's global outreach. It alsoconveys the concept of inclusiveness and the interconnectedness of students, educators and the wider community within the School's Outreach Program.



# Other Brands





# Social Media

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## WINDOW TO THE WORLD

The world is online now and everyone has their own social media homes. So here I am doing my things on the forum which brings the world together.

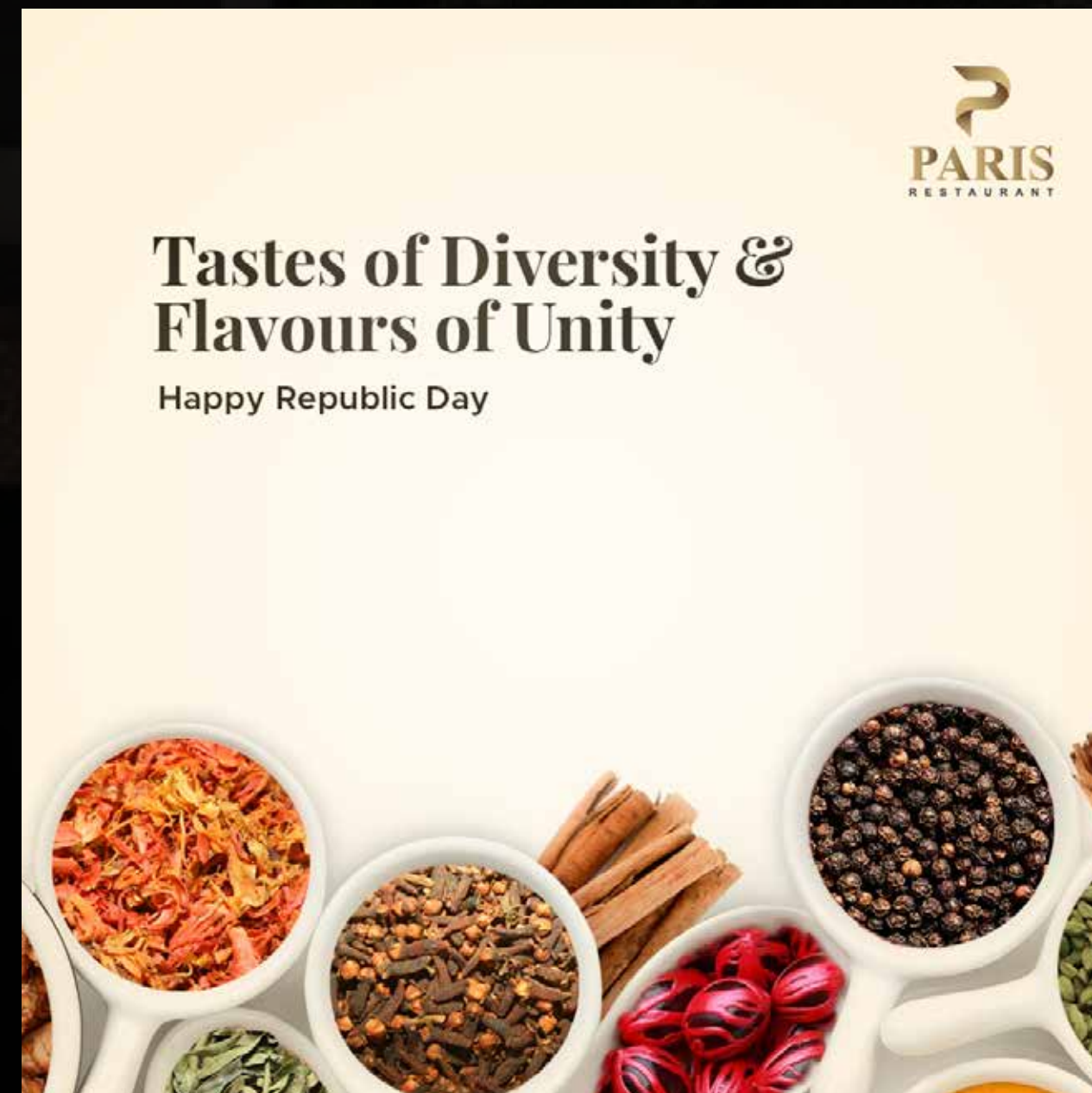
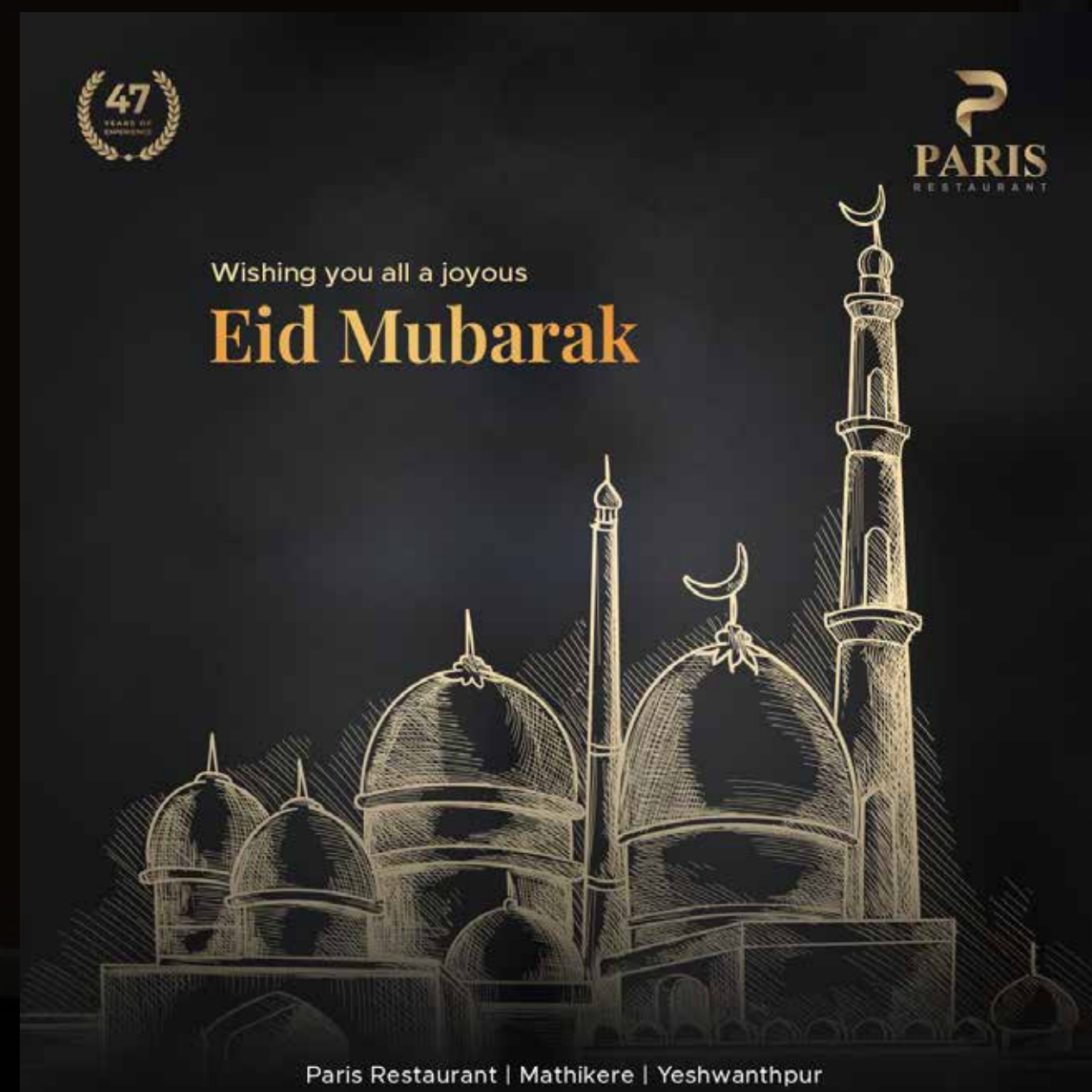




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Paris Restaurant



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# THANK YOU!

+ 974 74480396  
akbarm7980@gmail.com

