

Portfolio



LOGO & BRAND
IDENTITY DESIGNER

MOHAMED ALI
LOUATI

I DESIGN WITH CLARITY AND
DIRECTION. I MAKE SENSE
OF COMPLEXITY.

2026

Who's Behind the Work?

Clear. Authentic. Built
for reality — not just
aesthetics.

I'm Mohamed Ali Louati, a Logo & Brand Identity Designer based in Tunisia. I specialize in building visual identities for fashion and lifestyle brands — rooted in culture, built for clarity.

WVAQ3

August 2025



WITH
CULTURE

CLOTHING BR
IDENTITY

WVAQ3TM

SILENCE
SPEAKS

Tunisian Streetwear Brand

Rooted in Tunisian urban identity. A fusion of silence, culture, and raw street energy.

FROM THE SILENCE OF THE PAST, TO THE
IMPACT OF NOW.

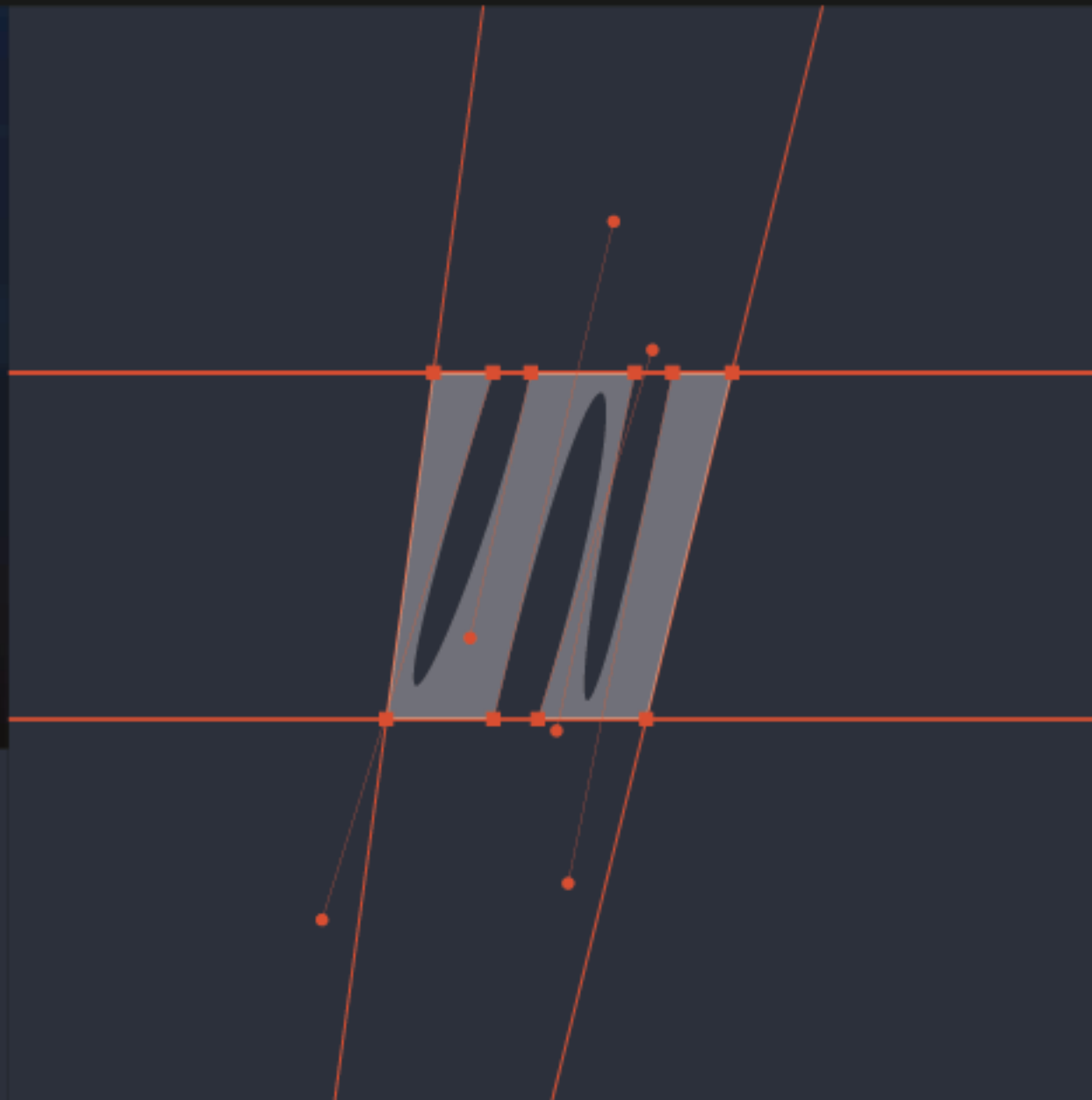
MAQ3™ SILENCE
SPEAKS



#020202



#2C303B



MAQ3™ SILENCE
SPEAKS

MAQ3™ SILENCE
SPEAKS



#D64A33



#BBC1BA

#F3F7F2

#FFFFFF



WAAQ3 Mockups



FROM THE SILENCE
OF THE PAST, TO
THE IMPACT OF
NOW.

OUMYAÉ

July 2025



Feminine Luxury Brand

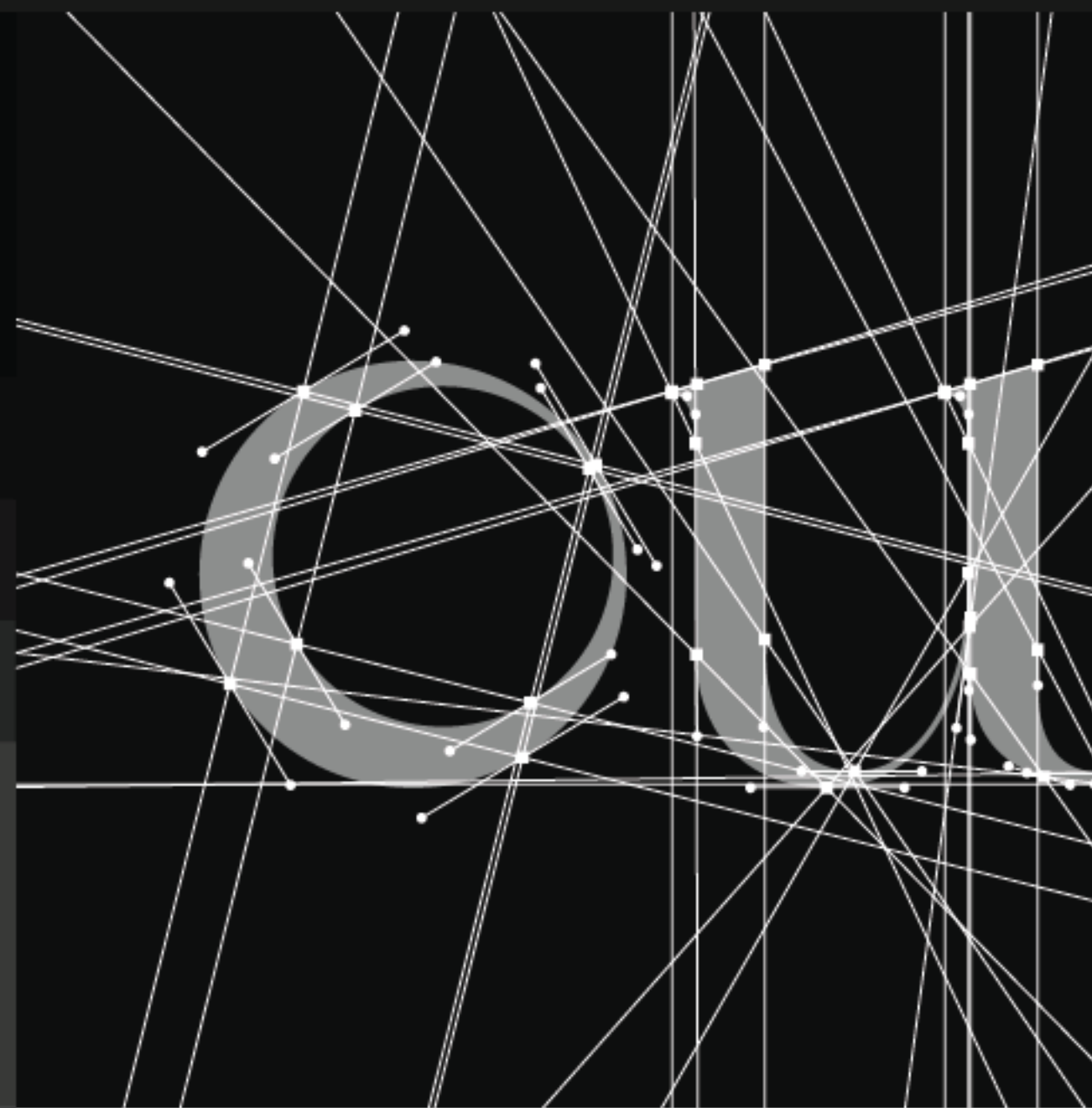
Elegance rooted in Maghrebi heritage. A space where light meets shadow, and femininity is celebrated with precision and grace.

■ OUMYAÉ, L'ESSENCE DU FÉMININ.

ESTD  2025
oumyaé
FIÈRE & BELLE

#000000

#373737



ESTD  2025
oumyaé
FIÈRE & BELLE

oumyaé
FIÈRE & BELLE

#FAFAFA

oumyaé
FIÈRE & BELLE

oumyaé
FIÈRE & BELLE

OUMYAÉ Mockups

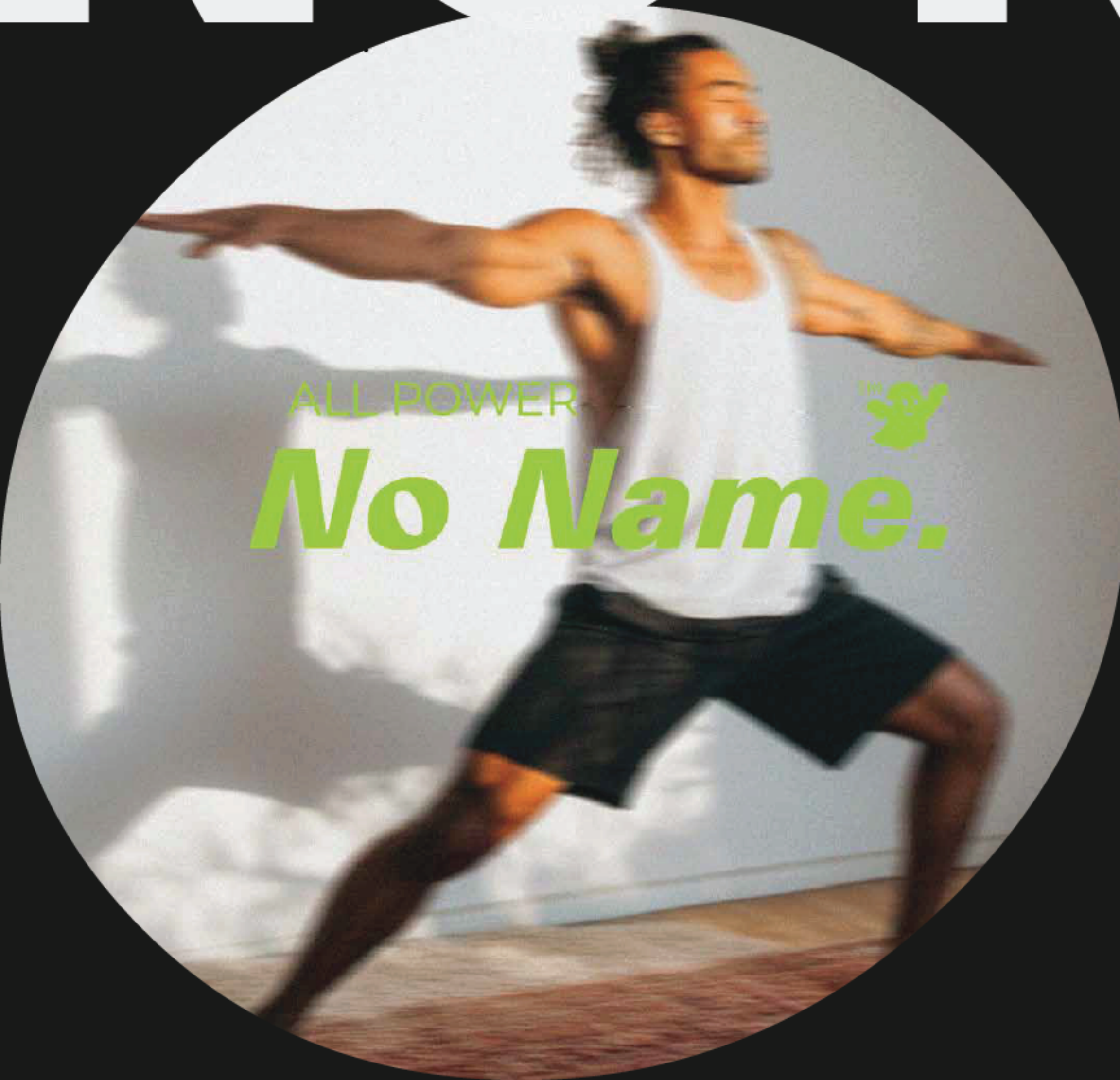
July 2025



OUMYAÉ, L'ESSENCE
DU FÉMININ.

NO NAME

V1.0 – Sept 2025



Luxury Sportswear Brand

Greatness doesn't need the spotlight. Built in silence. Powered by discipline.

■ BUILT IN SILENCE. ALL POWER.

ALL POWER
No Name. 

Power
Elegance

No ALL POWER
Name.

No Name.

Energy
Boldness

ALL POWER
No Name. 

Purity
Simplicity

ALL POWER
No Name. 

No ALL POWER
Name.

Balance
Professionalism

NO NAME Mockups

V1.0 – Sept 2025



BUILT IN SILENCE.
ALL POWER.

ACCESSOIRES PLUS

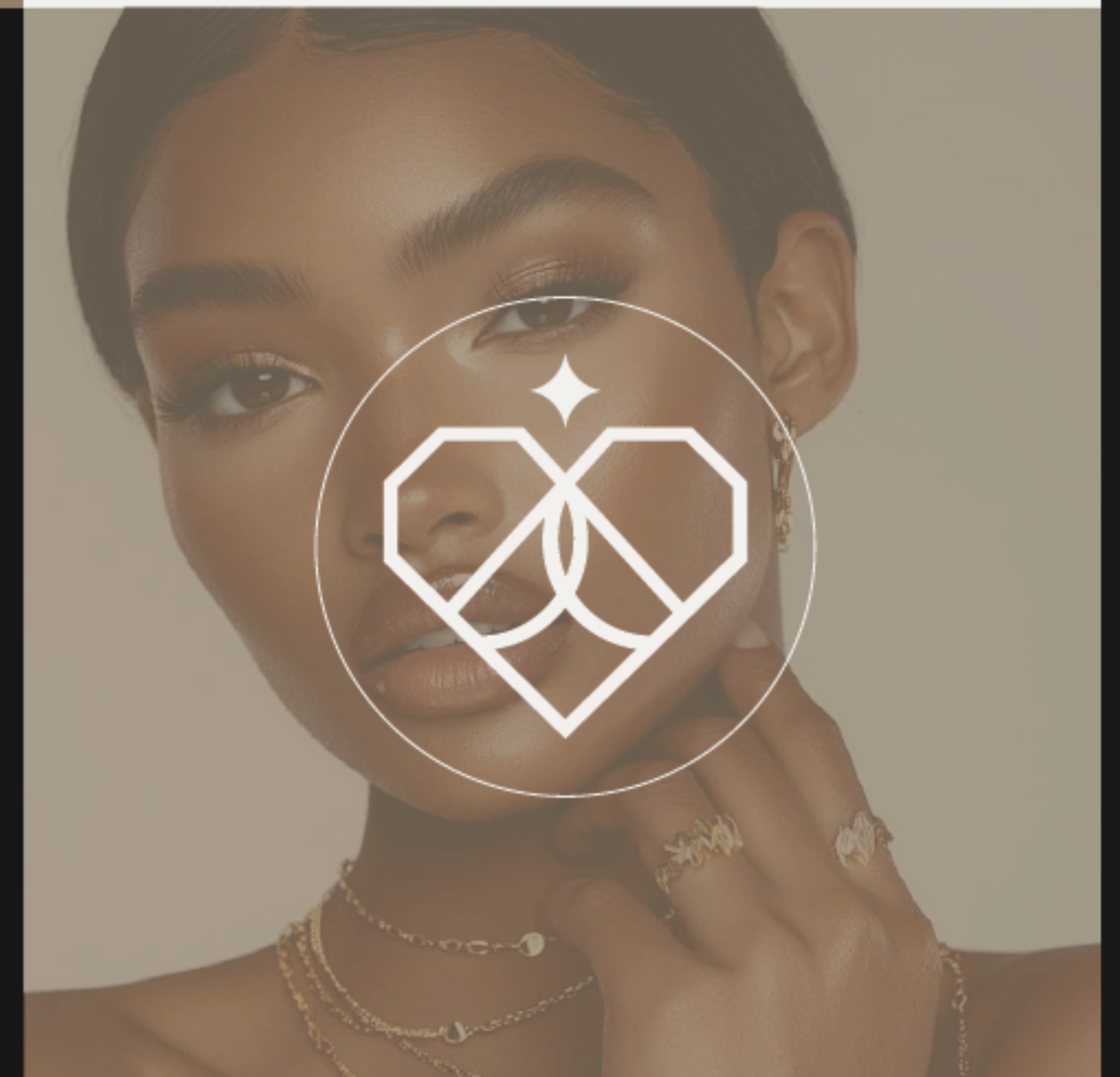
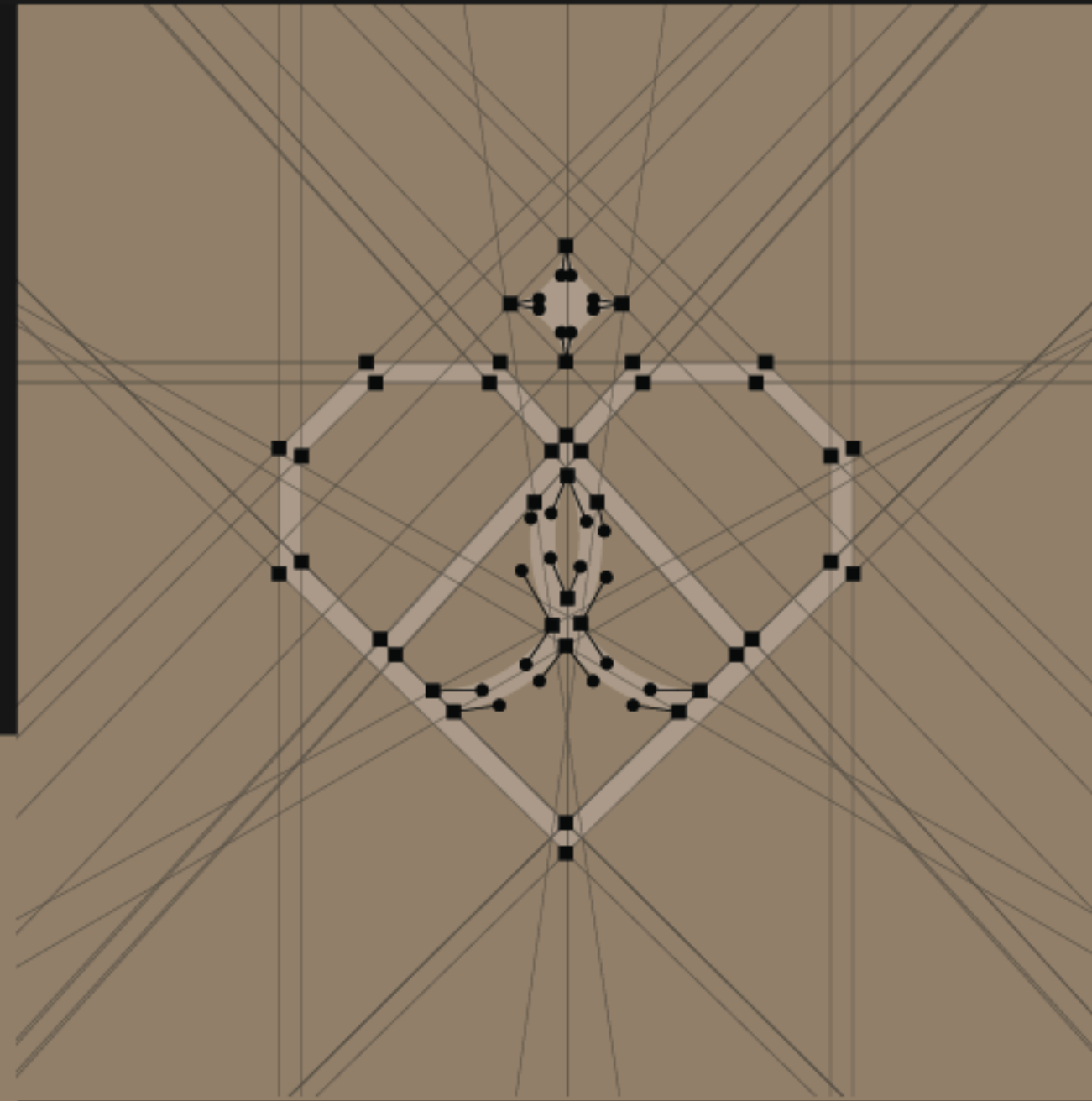
2024



Youthful Jewelry & Watches Brand

Trendy accessories and watches designed for the youth — where affordability meets everyday elegance.

■ QUALITY AND ELEGANCE, FOR EVERYONE.



ACCESSOIRES PLUS Mockups



QUALITY AND
ELEGANCE, FOR
EVERYONE.

Live in the Market

FROM DESIGN FILE TO DAILY REALITY.

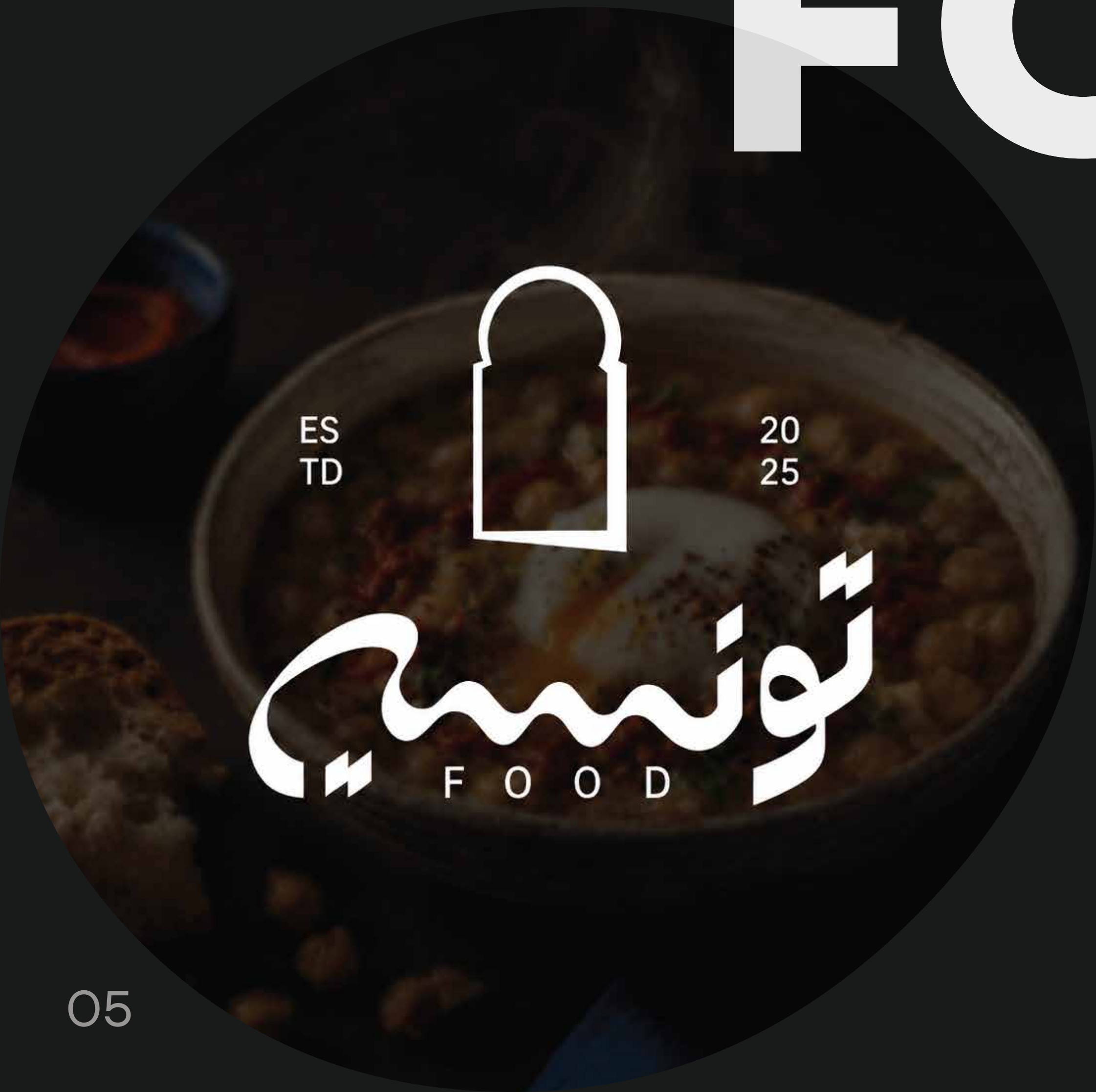


THE ACCESSOIRES PLUS IDENTITY HAS BEEN IN ACTIVE DAILY USE SINCE EARLY 2025 — ACROSS PACKAGING, THANK-YOU CARDS, AND SOCIAL CAMPAIGNS. REAL ENGAGEMENT, REAL AUDIENCE.

TOUNSI FOOD

2025

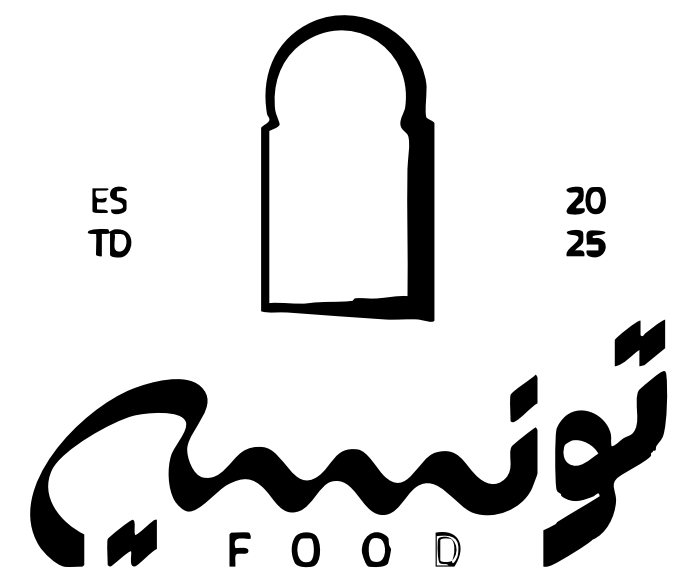
Designed By
Mohamed Ali Louati



Tounisian Street Food Brand

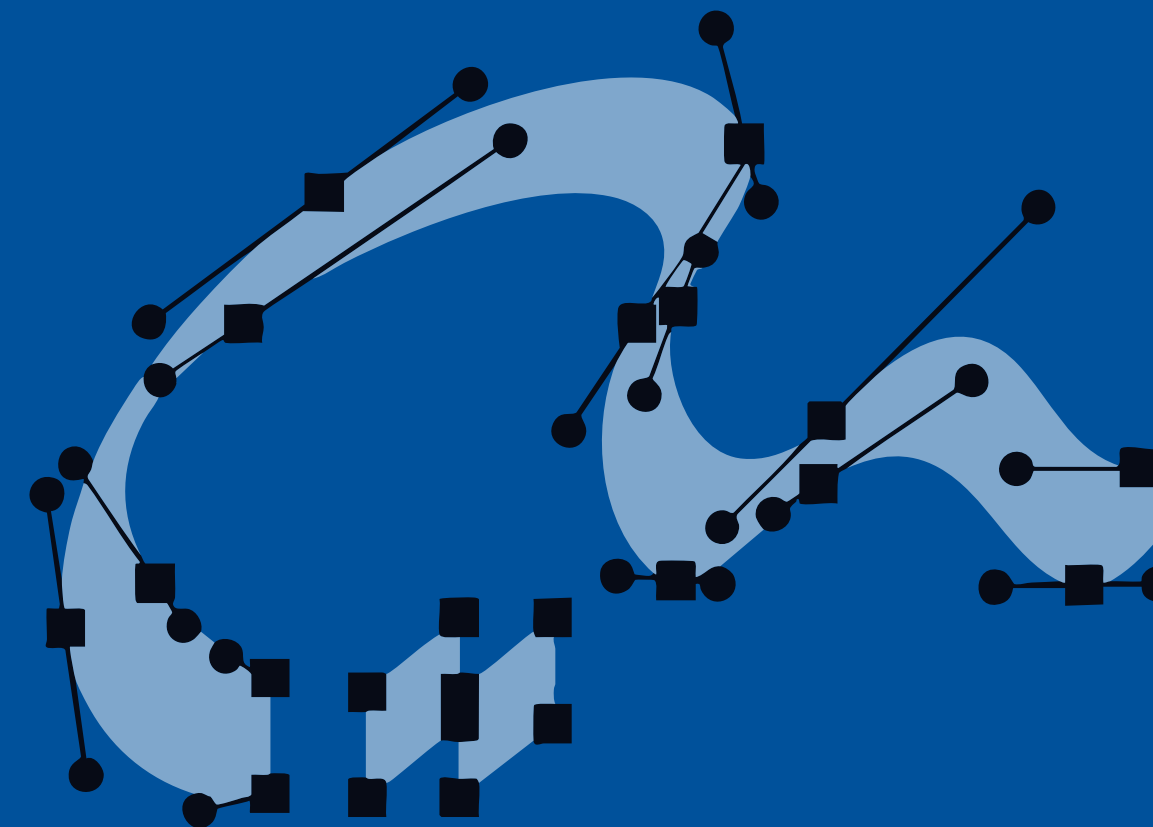
Rooted in authentic Tunisian flavors, reimagined for a modern taste. Street food that turns tradition into craving.

■ AUTHENTIC AT THE ROOT, MODERN IN TASTE.



HEX: FFFFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

HEX: 221E16
CMYK: 66, 64, 72, 77
RGB: 34, 30, 22



HEX: 00509B
CMYK: 100, 77, 7, 0
RGB: 0, 80, 155

HEX: E90DOC
CMYK: 2, 100, 100, 0
RGB: 233, 13, 12



Tounsi Food Mockups

AUTHENTIC AT THE
ROOT, MODERN IN
TASTE.

2025

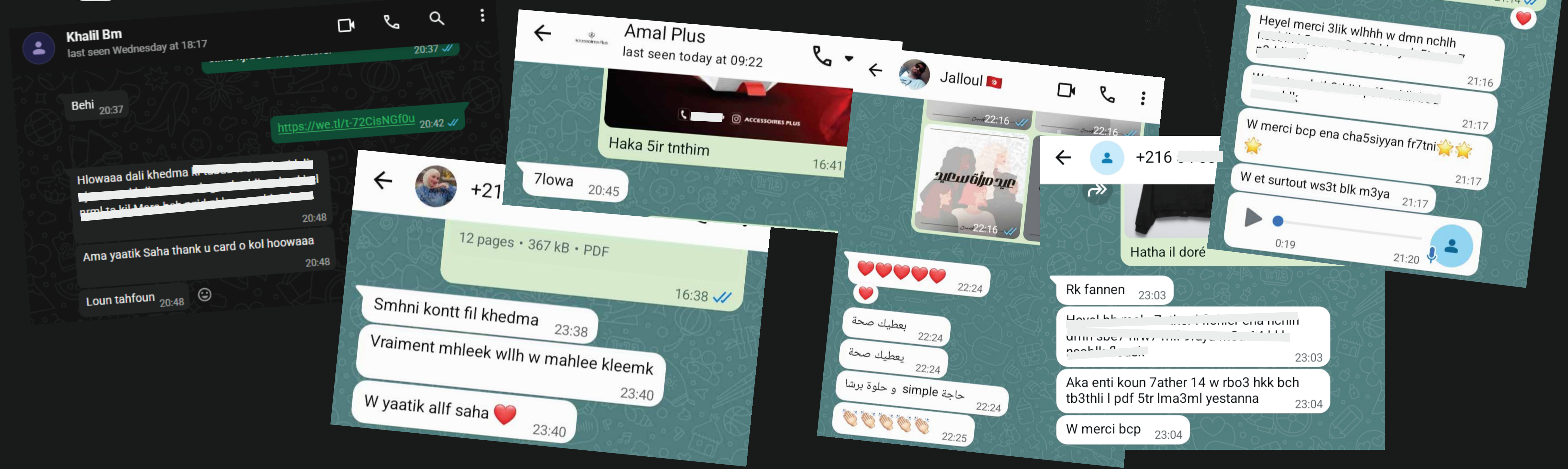


Real clients

NO SCRIPTS. NO STAGING. JUST
REAL FEEDBACK.



Mohamed Ali
Louati

A collage of several WhatsApp chat screenshots from different contacts, showing various messages in Arabic and French. The screenshots are overlapping and tilted at different angles. Visible messages include: 'Behi 20:37', 'Hlowaaa dali khedma...', 'Ama yaatik Saha thank u card o kol hoowaaa', 'Loun tahfoun 20:48', 'Amal Plus last seen today at 09:22', 'Haka 5ir tnthim 16:41', '7lowa 20:45', '12 pages • 367 kB • PDF 16:38', 'Smhni kontt fil khedma 23:38', 'Vraiment mhleek wllh w mahlee kleemk 23:40', 'W yaatik allf saha 23:40', 'Jalloul 22:16', 'Hatha il doré', 'Heyel merci 3lik wllhhh w dmn nchlh', 'W merci bcp ena cha5siyyan fr7tni', 'W et surtout ws3t blk m3ya', 'Rk fannen 23:03', 'Aka enti koun 7ather 14 w rbo3 hkk bch tb3thli l pdf 5tr lma3ml yestanna', 'W merci bcp 23:04', and 'beعطيك صة' (Be'atayik Sa'at).

Let's Build Something 2026 Real.

Looking for a designer who brings
clarity and direction to your
brand?

I design with clarity and
direction. I make sense of
complexity.

WhatsApp: +216 92 131 604
Instagram: @design_medali
My Portfolio WebSite.