

Portfolio

GRAPHIC & BRAND
IDENTITY DESIGNER

**MOHAMED ALI
LOUATI.**

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



who's Behind the Work?

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

I'm Mohamed Ali Louati, a Graphic & Brand
Identity Designer based in Tunisia. I specialize
in building visual identity – rooted in culture,
built for clarity.

WAAQ3

August 2025



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



THIS ISN'T JUST CLOTHING.



WAAQ3 SILENCE SPEAKS

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

OUMYAÉ

July 2025



Feminine Luxury Brand

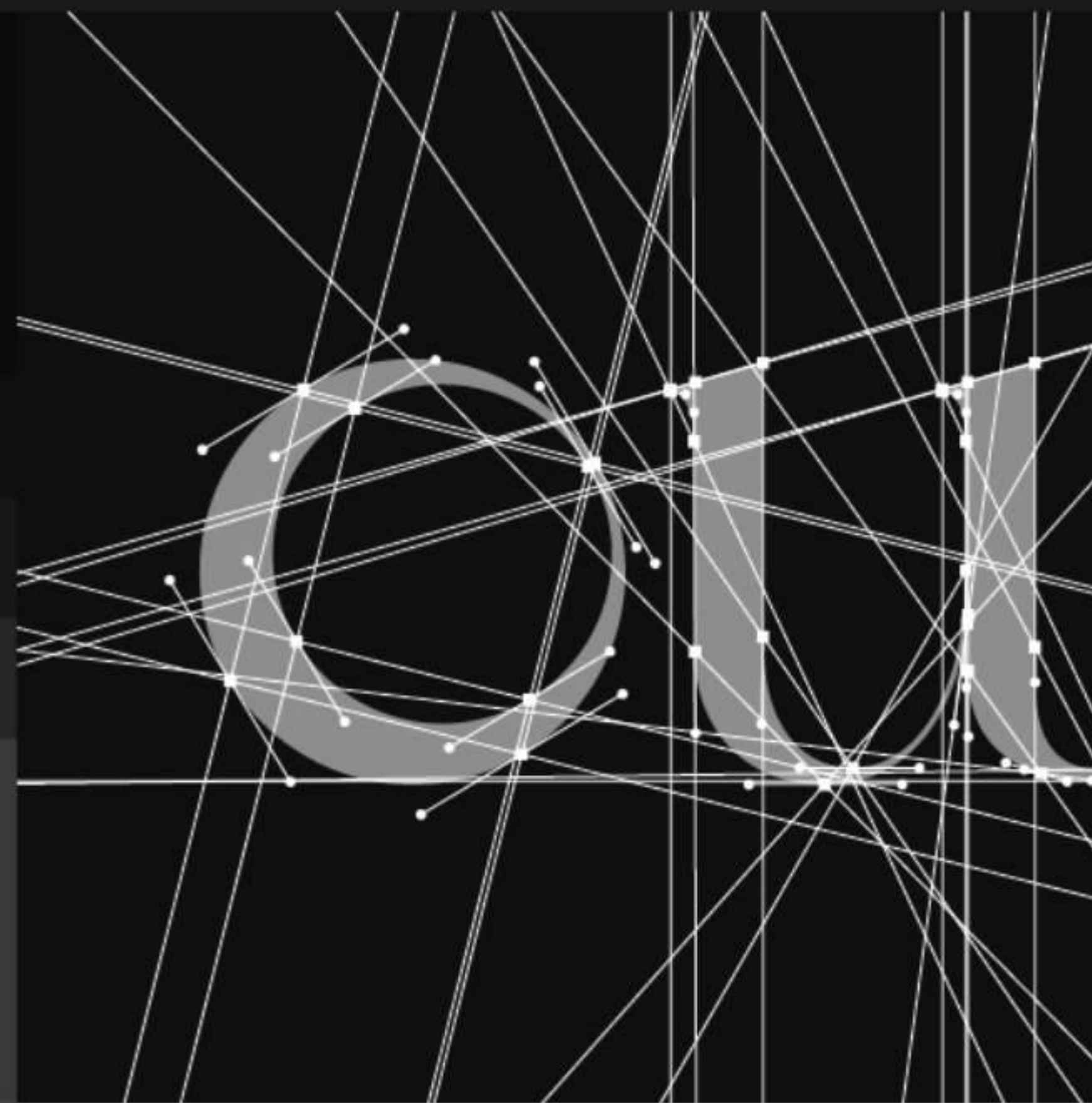
Elegance rooted in Maghrebi heritage. A space where light meets shadow, and femininity is celebrated with precision and grace.

■ 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

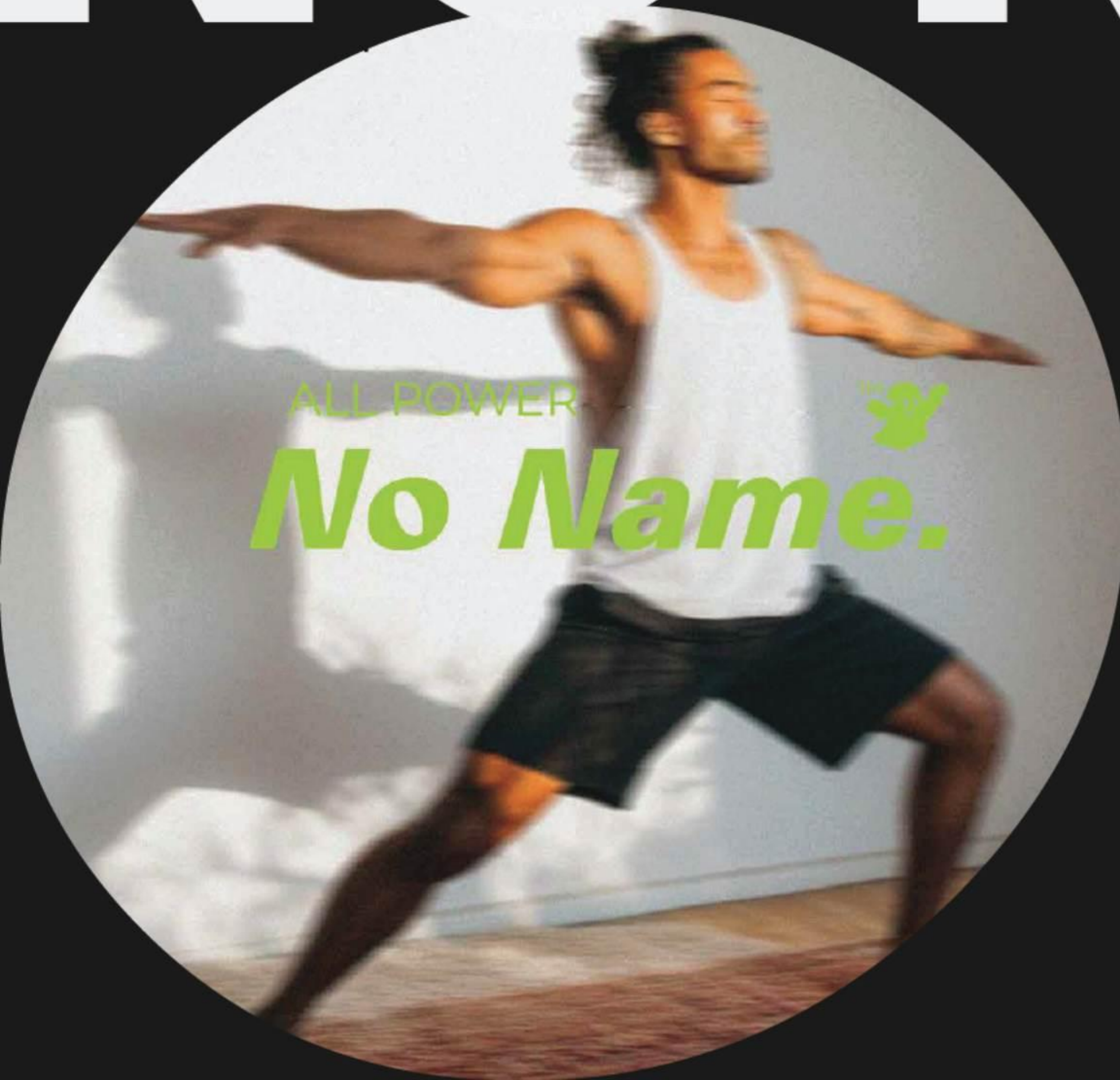
July 2025



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

Energy
Boldness

No ALL POWER
Name.

No Name.

ALL POWER
No Name. 

Purity
Simplicity

Balance
Professionalism

ALL POWER
No Name. 

No ALL POWER
Name.

NO NAME Mockups

V1.0 – Sept 2025



BUILT IN SILENCE.
ALL POWER.

ACCESSOIRES PLUS

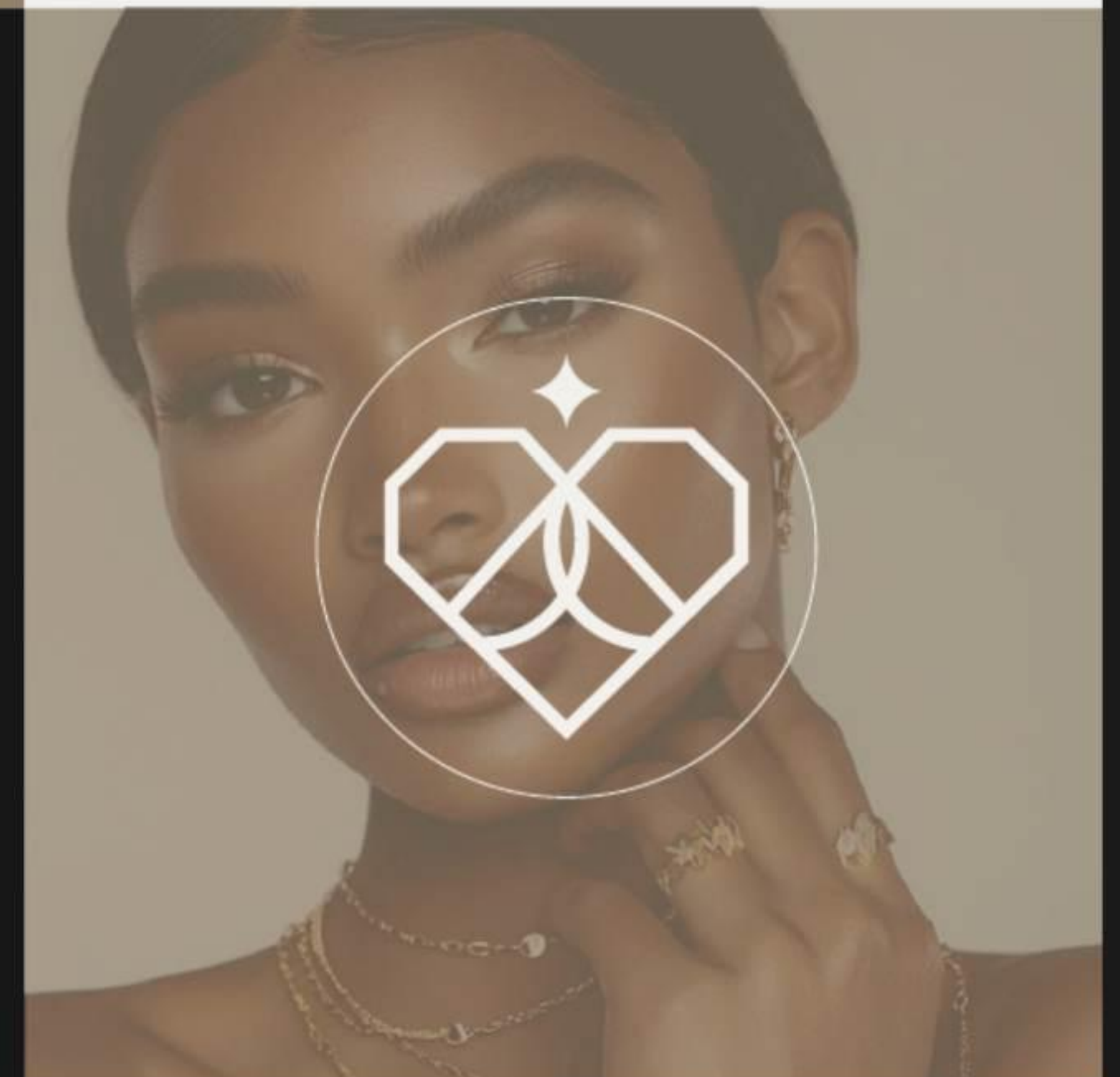
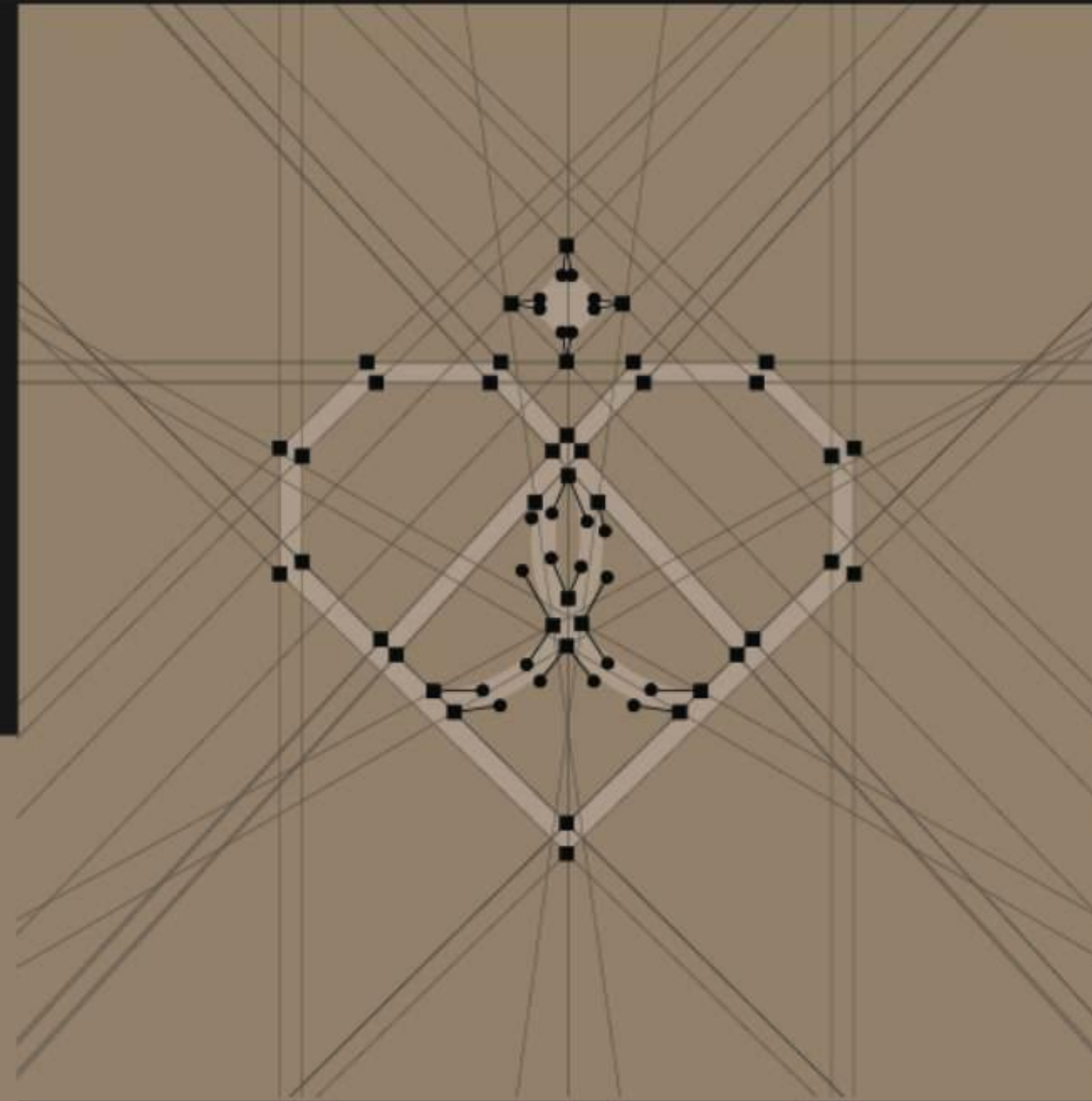
2024



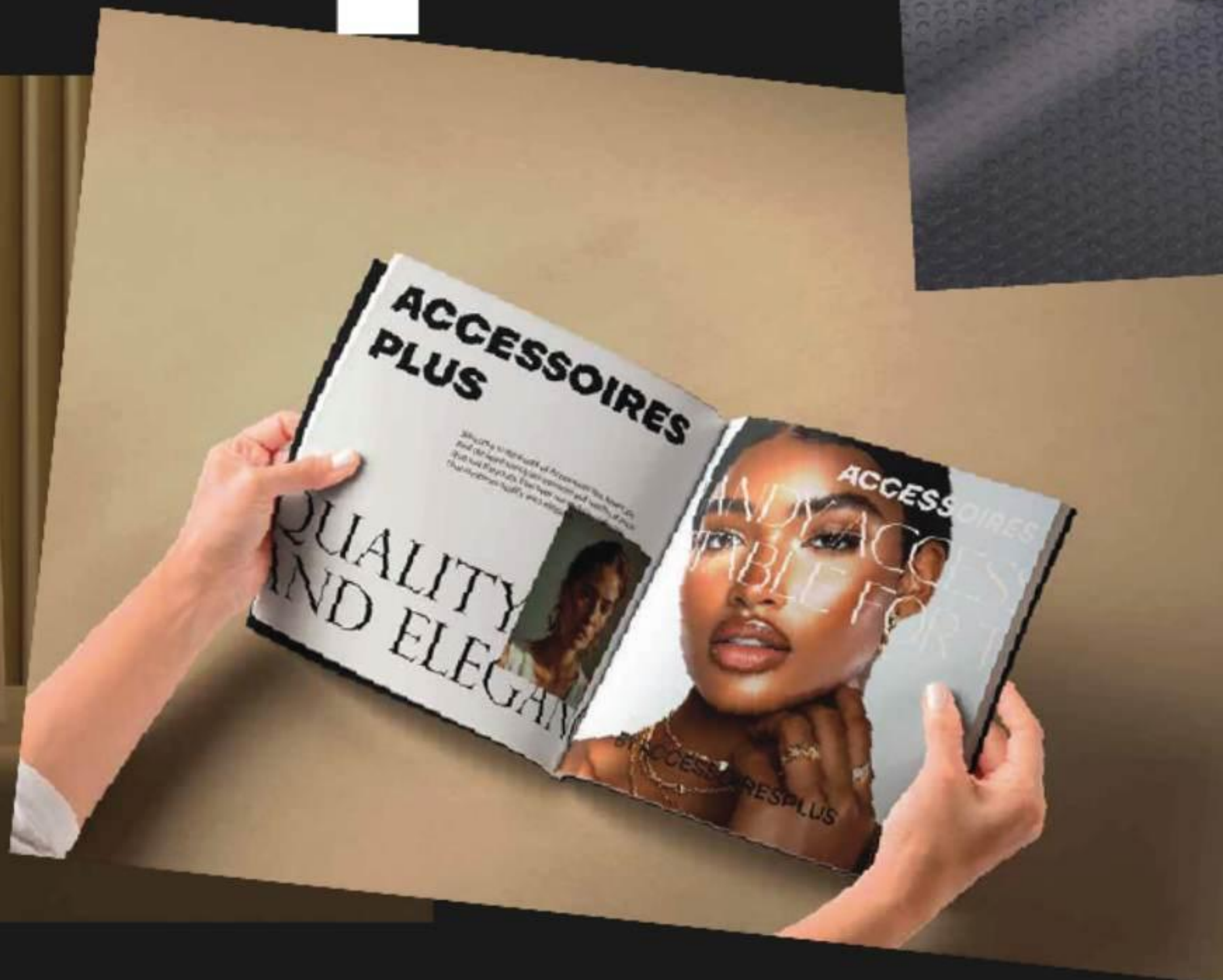
Youthful Jewelry & Watches Brand

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.

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.

TUNSI FOOD

2025

Designed By
Mohamed Ali Louati



Tunisian 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.



Khalil Bm
last seen Wednesday at 18:17

Behi 20:37

<https://we.tl/t-72CisNGf0u> 20:42

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

7lowa 20:45

12 pages • 367 kB • PDF

Smhni kontt fil khedma 23:38

Vraiment mhleek wllh w mahlee kleemk 23:40

W yaatik allf saha ❤️ 23:40

Jalloul



Hatha il doré

Rk fannen 23:03

Heyel merci 3lik wllhh w dmn nchlh

Aka enti koun 7ather 14 w rbo3 hkk bch
tb3thli l pdf 5tr lma3ml yestanna 23:04

W merci bcp 23:04



Let's Build Something 2026 Real.

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

SCANNEZ OU



CLIQUEZ

WhatsApp: +216 92 131 604
Instagram: @design_medali

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