

Asma Benhenia

Graphic Designer Visual Identity, Posters & Brand Systems

I design warm, detail-driven visual identities and poster work. Every project below is built from research, hand-made typography and a carefully tuned palette — from music branding to coffee packaging and collage posters in three languages.



LOGO & IDENTITY

Ceasar — Rock/Pop Band Identity

CLIENT Ceasar (band) · **YEAR** 2025 · **LANGUAGE**

English :

A hand-lettered logotype where the guitar body and a cat silhouette become one continuous stroke. Built fully in vector so it scales from a pick to a stage banner, with a single-colour version for merch printing and a warm sand background for digital covers.

TOOLS : Illustrator · Photoshop



Visuals For You — Brand System

LANGUAGE English / French

My own creative studio identity:
a soft drip motif, a rounded geometric wordmark
and a two-tone pink and cream

[illegible]

Visuals For You

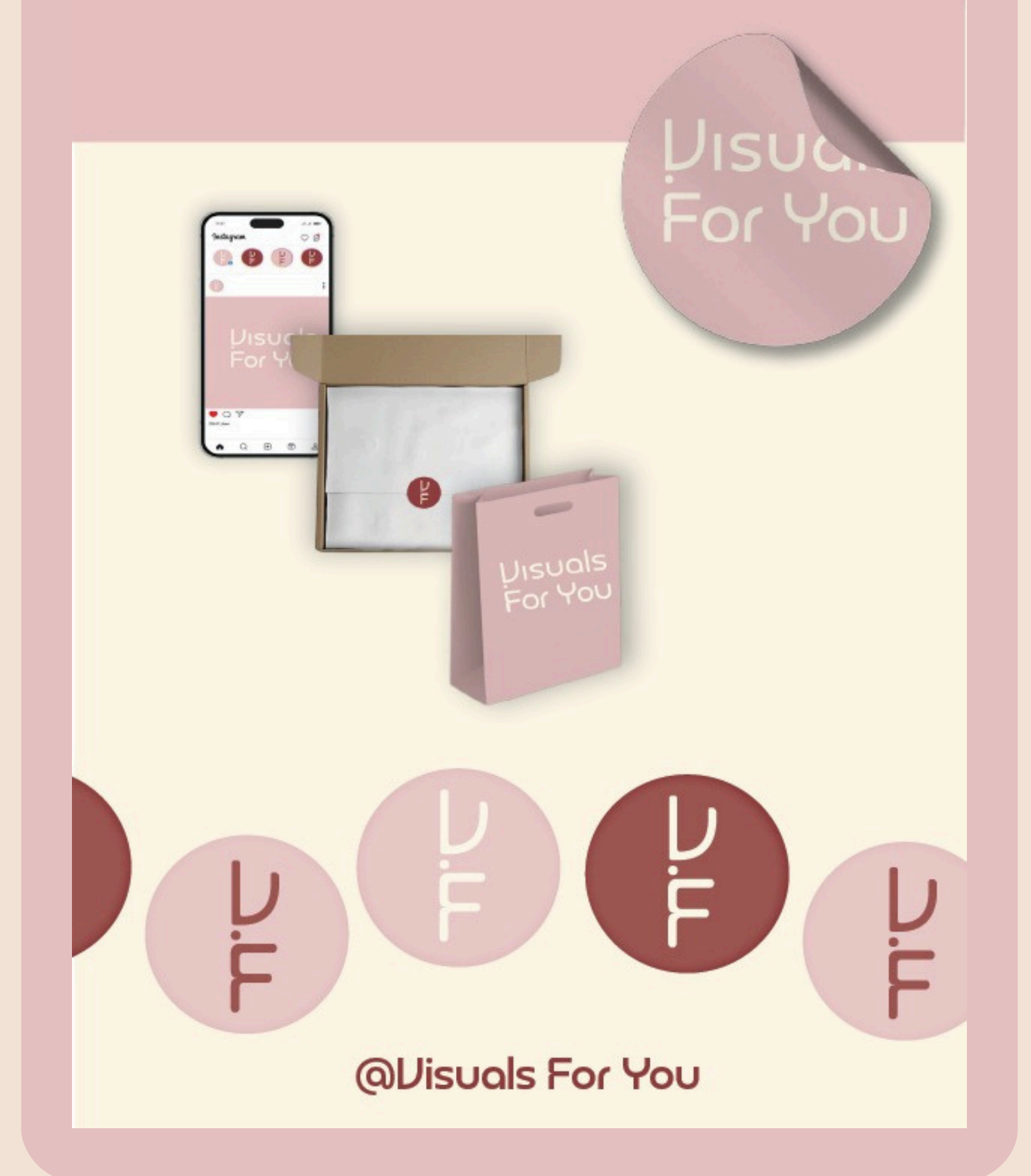
BRANDING

palette (#e4bebf / #8f3d3e).

The system covers avatars, stickers, packaging and social templates so every post is instantly recognisable.

TOOLS :

Illustrator · Photoshop · Figma



BRANDING

Bloom Coffee — Visual Identity

CLIENT Bloom Coffee · **YEAR** 2026 ·

LANGUAGE English

A coffee brand built on foam gradients and a plump bubble logotype where the O is a roasted bean. The identity plays with the crema-to-milk fade as a background system across cups, bags and signage.

TOOLS Illustrator · Figma



BRANDING

Bloom Coffee — Visual Identity



POSTER / COLLAGE

Oh! She's A Jazz Lover

CLIENT Personal series · **YEAR** 2025 ·

LANGUAGE English

Terracotta collage poster mixing a DJ Mona Lisa, swing dancers, brass and stray cats. Cut-out textures and hand-set type build a joyful, retro-surreal rhythm.

TOOLS : Illustrator



POSTER / COLLAGE

Take Me Back To The Night We Met

CLIENT Personal series - YEAR 2025

LANGUAGE : English

A dusk-blue dream collage: moon, gilded clouds, a stopped clock and a vinyl horizon. Script typography floats across the top edge like a lyric caught mid-air.

TOOLS : Illustrator



POSTER / COLLAGE

Fi Youm w Layla — Arabic Lyric Poster

CLIENT Personal series · YEAR 2025

LANGUAGE : Arabic

Arabic lyric poster on dusty rose, layering vintage halftone portraits, sheet music and a pouring teapot. The right-to-left type is set as a translucent veil so the lyrics become texture.

TOOLS : Illustrator



POSTER / COLLAGE

Tunisian — Nhebbek

CLIENT Personal series · YEAR 2025

LANGUAGE : Tamazight / English

A love letter to Tunisia: a chechia-wearing cat, mint tea, a flying carpet and zellige minaret on raw paper texture, framed by red embroidery motifs.

TOOLS : Illustrator ,Photoshop



Let's work together.

Available for branding , poster and identity projects—worldwide, remote.

Arabic · Français · English

Asma Benhenia · Visuals For You

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