- Signature Style

PORTOFOLIO.

IHEB HAMMAMI

Graphic Designer & Typographer — posters, streetwear and digital campaigns.

- Signature Style

ABOUT

I design with type first. Every image earns its place inside a grid — and every grid is there to make the image louder.

1. I'm a Tunisian graphic designer drawn to streetwear, urban culture and contemporary visual trends. I turn raw material — phone footage, a lyric, a feeling — into posters and campaigns with a clear typographic voice, and I use AI tools to explore concepts faster.

I want to help emerging brands, creators and small businesses build a coherent, modern visual identity — through branding, art direction and digital communication.



DISCIPLINES
Posters · Branding · Social

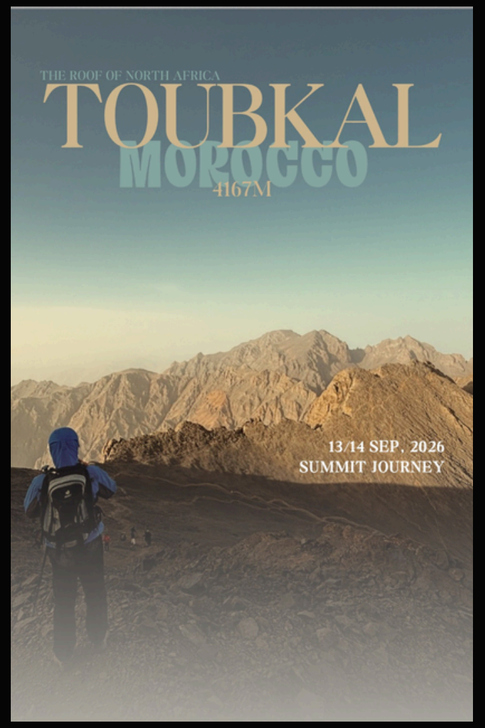
FOCUS
Typography, composition

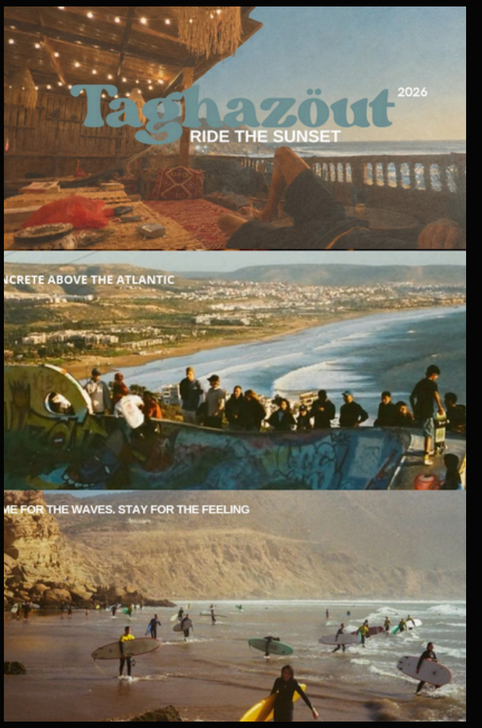
TOOLS
Canva · AI tools

LANGUAGES
Arabic · French · English

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MOROCCO TRIP POSTERS





From real footage to abstract art.

series of posters built entirely from personal footage shot across Morocco — the surf of Taghazout and the summit of Toubkal at 4,167 m.
Raw phone frames were cropped, colour-graded toward a faded film palette, then locked into a typographic structure: oversized display type, tight baselines, and quiet captions that let the landscape breathe.

Format	A-series poster
Source	Personal travel footage
Locations	Taghazout · Toubkal

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KTYB — CONCERT POSTER

Rhythmic visuals for a Tunisian rap release.

Cover and concert visual for KTYB of his new album “15”. A crowd-level photograph is pushed into a burnt-orange cosmos, so the stage glow and the stars read as one field of light.

format

square print poster

Project Details

personal footage



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FIFA 12 — BALOTELLI COVER CONCEPT

Unofficial fan concept —
not affiliated with EA Sports, Manchester City FC, or PlayStation

Fan-made alternate cover for the 2012 PS2 packaging. Full recreation of the shelf design system — EA badge, PAL mark, PEGI label — rebuilt around Balotelli's hype moment, finished with a scanned, worn print texture.

"Why Always Me?"

A speculative alternate cover for FIFA 12, reimagined as a late-cycle PS2 release — the version of the game that never existed. The challenge was fidelity: rebuilding the EA Sports badge placement, PlayStation 2 header, PEGI 4 rating and PAL territory marks accurately enough that the parody reads as authentic before the joke lands. Everything is treated as a physical object rather than a flat image: heavy grain, halftone speckle, faded saturation, torn paper edges and darkened corners, so it looks scanned from a shelf-worn box

Note

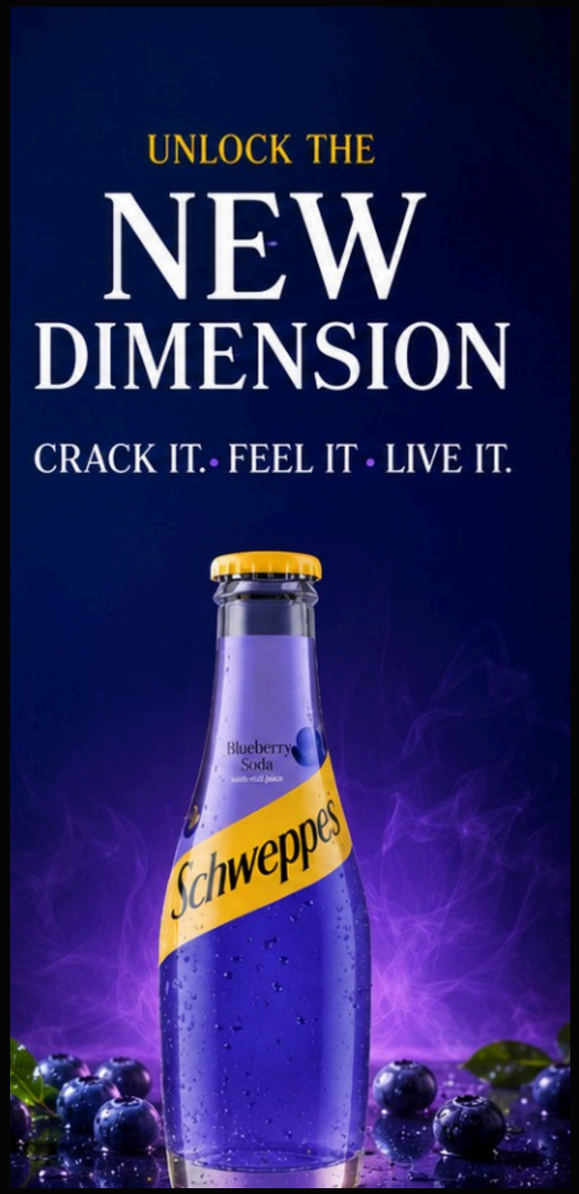
Unofficial fan art. Not affiliated with EA Sports

format

portrait cover



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SCHWEPPES BLUEBERRY SODA — CAMPAIGN CONCEPT

Unofficial concept.

Not affiliated with Schweppes or Keurig Dr Pepper

Speculative campaign key visual. Split-panel layout: an immersive product scene in navy and violet paired with a promotional message panel, tied together by the yellow logotype used at oversized scale as a graphic device

Note

unofficial concept for a real brand

format

wide key visual / banner format



THANK YOU. *for your time*

A WORK IN PROGRESS.
Every project is an experiment. Every experiment is a new direction. This is where my journey in graphic design continues