SIGNAL WEEKEND

EVENT VISUAL IDENTITY / CAMPAIGN SYSTEM

Riyadh | Independent concept | 2026



ONE SIGNAL.
MANY TOUCHPOINTS.

A fictional creative weekend bringing art, sound, design and culture together.
The identity combines bold typography with signal-inspired circular graphics.

ULTRAVIOLET
#1E1B56

SIGNAL LIME
#D5FF4A

CORAL PULSE
#FF7568

WARM IVORY
#F5F1EA

DESIGN PRINCIPLES / HIERARCHY CONTRAST RHYTHM CONSISTENCY



THE HERO GRAPHIC.

DIGITAL POSTER / 1080 x 1350

Strong type contrast, recurring concentric circles and a vibrant, ownable palette.

Concept artwork. Not a live event.

ACCESS, DESIGNED.



VIP / CREATIVE GUEST



STAFF / OPERATIONS

THE SIGNAL, IN SPACE.

SW/26 EVENT BRANDING / CONCEPT STUDY

A SIGNAL YOU CAN STEP INTO.

SIGNAL WEEKEND — Spatial branding explorations / Riyadh / Independent concept



ONE IDENTITY. MANY TOUCHPOINTS.

Entrance portal / Wayfinding / Event poster / Credential system

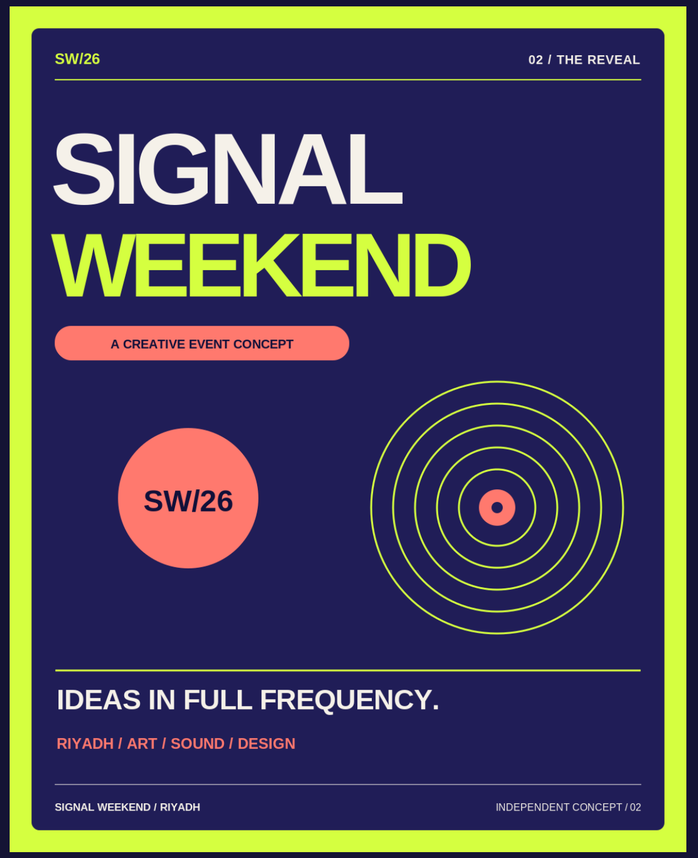
DESIGNED BY AMAL ABURAMYAH

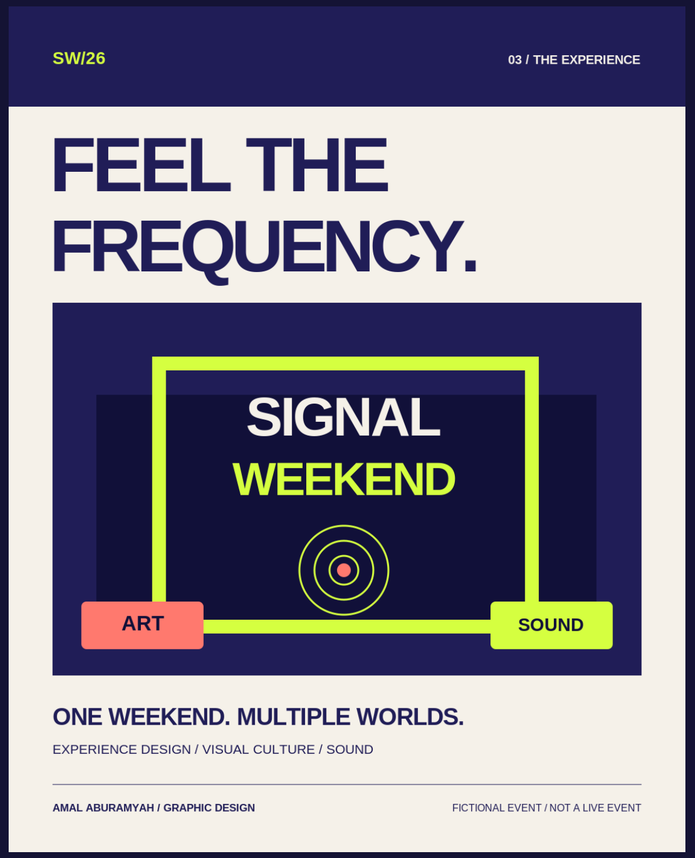
FICTIONAL EVENT / NOT A LIVE INSTALLATION

Illustrative vector visualization / not a built installation

THREE MOMENTS. ONE FREQUENCY.







01 / TEASER

02 / REVEAL

03 / EXPERIENCE

THE DELIVERABLES

01 Hero event poster

02 VIP and staff credentials

03 Venue branding illustration

04 Three-post social campaign

CREATED AS AN INDEPENDENT PORTFOLIO CONCEPT.

Not commissioned, not associated with an actual event, and not valid for entry.

AMAL ABURAMYAH / GRAPHIC DESIGN & CREATIVE COMMUNICATION