



Valve | صمام

COMPANY PROFILE

FORM FOLLOWS IMPACT

صمّام | Valve

عن صفّام

نحن استديو تصميم يركز على
توظيف المنهجيات والعملية
التصميمية لإيجاد حلول تدعم
وتثري السرد الثقافي
للمنطقة العربية، ابتداء من
المجتمع المحلي.

خدماتنا

نقدم خدمات تصميمية متكاملة
من إيجاد الأفكار والحلول التصميمية
إلى تطبيقها بمجال واسع من
الوسائل، مثل تصميم الجرافيك و
الهويات البصرية، والحملات الإعلانية
والتصاميم ثنائية وثلاثية الأبعاد،
والوسائل المتحركة وإنتاج مقاطع
الفيديو.

About Valve

We are a design studio that
focuses on utilizing design
process and methods to create
solutions that support and
enrich the cultural narrative of
the Arab area, starting from the
local community.

Services

We provide full design services
from conception and design
solutions to their implementations
through a range of media, including
Graphics, Branding, Promotional
Campaigns, 2D and 3D Animation,
Motion Graphics and Video
Production.

SERVICES OUTLINE

Research + Strategy + Concept

Branding

Everything related to building and designing brands and visual identities, whether it is a totally new brand or a current brand that needs additions, face-lifts or revitalising.

Communications and Campaigns

All that relates to communicating with your audience to deliver a message, sell a product, promote something or create awareness on a certain topic.

Products, Services and Experiences

Designing and concepting for products, digital like apps and websites and physical, as well as their related visuals like packaging and touch points.

Information Design

Creating visuals to better communicate and deliver a certain set of information, as in infographics, data viz, or gamification of information for better delivery.

Visual Material Design

Concepting and designing the visual aspects of communication materials whether physical or digital, including everything from social media and videos to books, posters and stationary.

We are always experimenting with new fields and fresh media, this list is simply an outline but can be expanded to anything design.

Work Sample





Might Minds Africa

FOR: Might Minds Africa - Nigeria and USA

Social Venture

Youth & Empowerment

Interaction

Dynamic Brand: Variations

Mighty Minds Africa [MMA] is a newly launching social venture and initiative, with headquarters in DC-USA, and Nigeria as the first target for on-the-ground work. The organization is out to enable youth in Nigeria to pursue better goals and opportunities with more confidence in an aim to break the poverty cycle created through low-income, low-value jobs most youths find themselves stuck in.

MMA needed a brand that merged culture with modernity, that manages to look professional and trustworthy for its organization and business audience while being fun and expressive enough so the youth could embrace and relate to it. The brand draws inspiration from the modern art of Nigeria and Africa in general, from languages and symbols, and from the people. The logo incorporates a modernized and abstracted face/mask, one of the most cultural forms of identity and expression in the area. The logo's mask is designed to be re-creatable, a symbol that the youth could own and project on. Whether they are drawing it, wearing it, or using it as a filter on social media, it is meant to be a tool for them to express themselves and feel seen, heard, and involved.





A group of people, including men and women wearing hijabs, are gathered around a table in a workshop or meeting room. They appear to be engaged in a collaborative activity, possibly a design or mapping exercise. The room has a green wall with sticky notes and a whiteboard. A teal semi-transparent overlay covers the center of the image, containing the main title and other text.

Mapping The Social Innovation Journey

FOR: **Tech Tribes - Jordan**
WITH: **MEPI - USA Embassy in Jordan**

Social Venture

Youth & Empowerment

Physical Interaction

Guides & Information Design

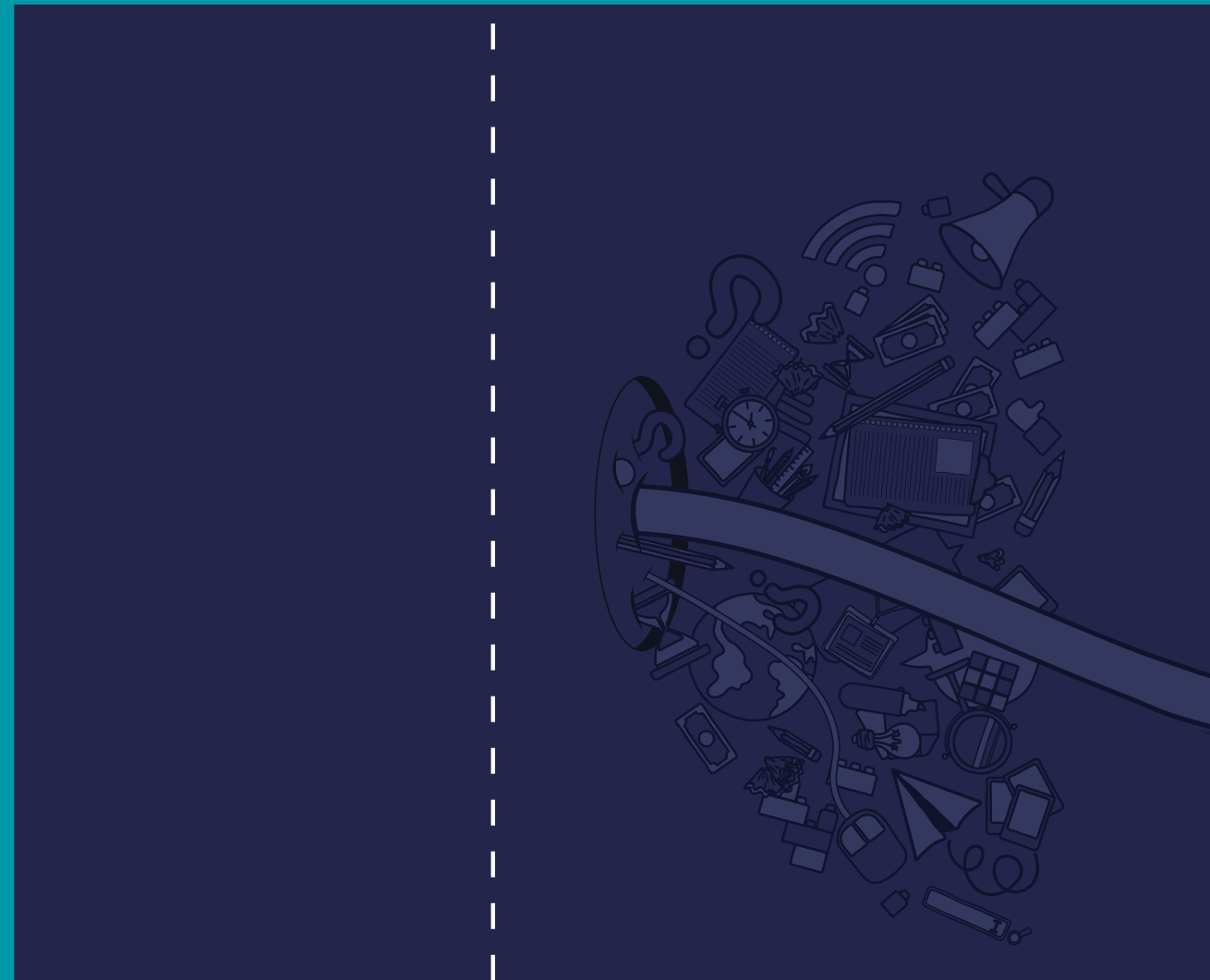
Local

Tech Tribes is an NGO that provides support for the social change sector in Jordan, from youth to CSOs and other NGOs. Tech Tribes have a wealth of knowledge on the struggles and challenges of social entrepreneurship in the country. Wanting to transfer this knowledge into a more accessible medium, they decided to create a guidebook that helps anyone starting on this journey, mainly targeted at youth.

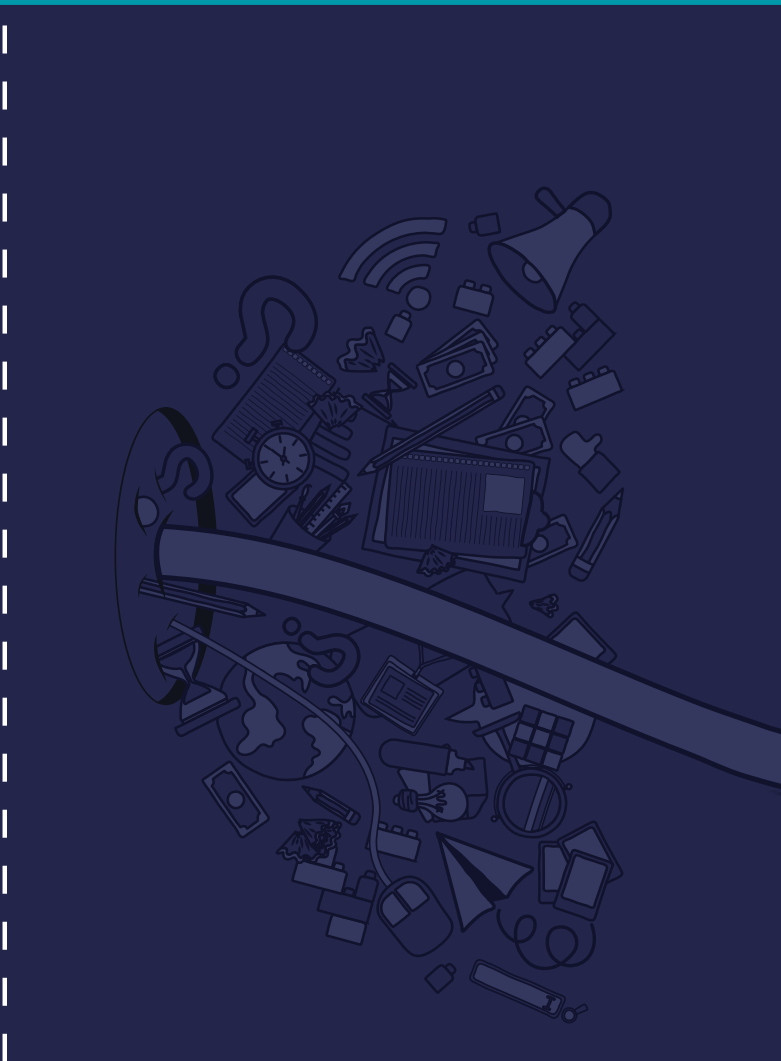
The Social Innovation Guide was designed to be light, fun, and full of practical mental tools that the reader could use as they went through the book on any idea they were entertaining. The star of the book was a non-linear map that played out the journey of social entrepreneurship and the content of the book together as a path with enter-and-exit spots depending on each reader and where they are in their own journey of self-discovery and innovation. out the journey. Meant to be an interactive experience, the design process itself was interactive as well with users involved in everything from research to prototyping and testing to produce a guide that truly matched the mentality of the readers it's talking to.

Internal Covers

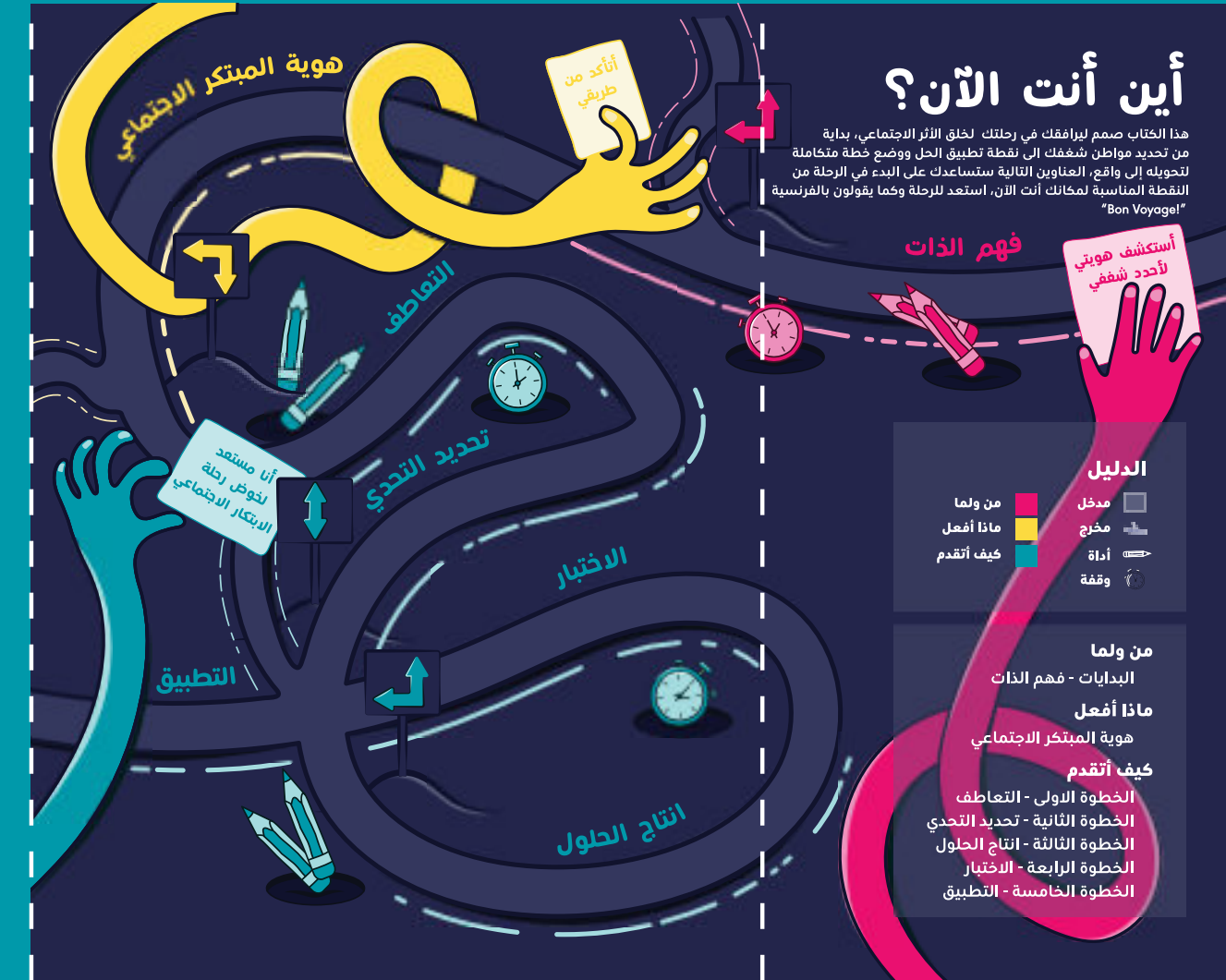
Back Cover Flap



Back Cover



Front Cover



Front Cover Flap

**This project went on hiatus after the pandemic, and we are looking forward to its publication once things are back to normal!*





Love4Immigrants

FOR: Love4Immigrants - USA

Non-Profit

Arts & Culture

Social Cause

Simple Brands

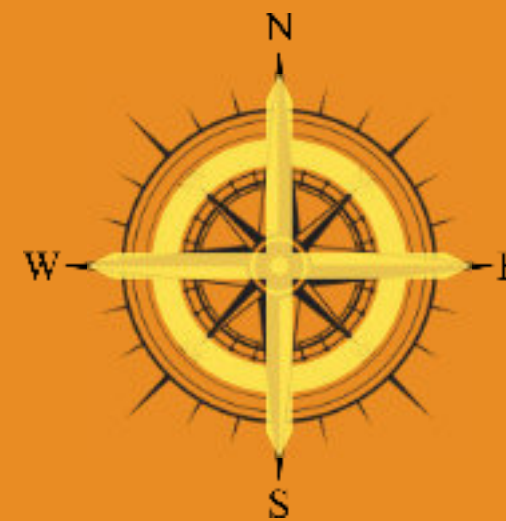
Love for Immigrants [Stylised as **Love4Immigrants**] is a non-profit organization and art movement based in the USA that aims to create a social space for immigrants' support. They work to shape a better narrative of immigration and the role immigrants play in their communities, through storytelling and art. Love4Immigrants creates a place for artists to showcase and unite on topics of immigration and shared experiences, and highlights these conversations for the community to view and engage in.

Powered with art, photography, and stories, the Love4Immigrants brand is inspired by the name and the journey. It's also a nod to the Monarch Butterfly, which shares a similar journey of immigration that made it a symbol of the community and its struggles



Monarch Butterfly

A symbol of immigration because its known with its own multi-generational migration journey.



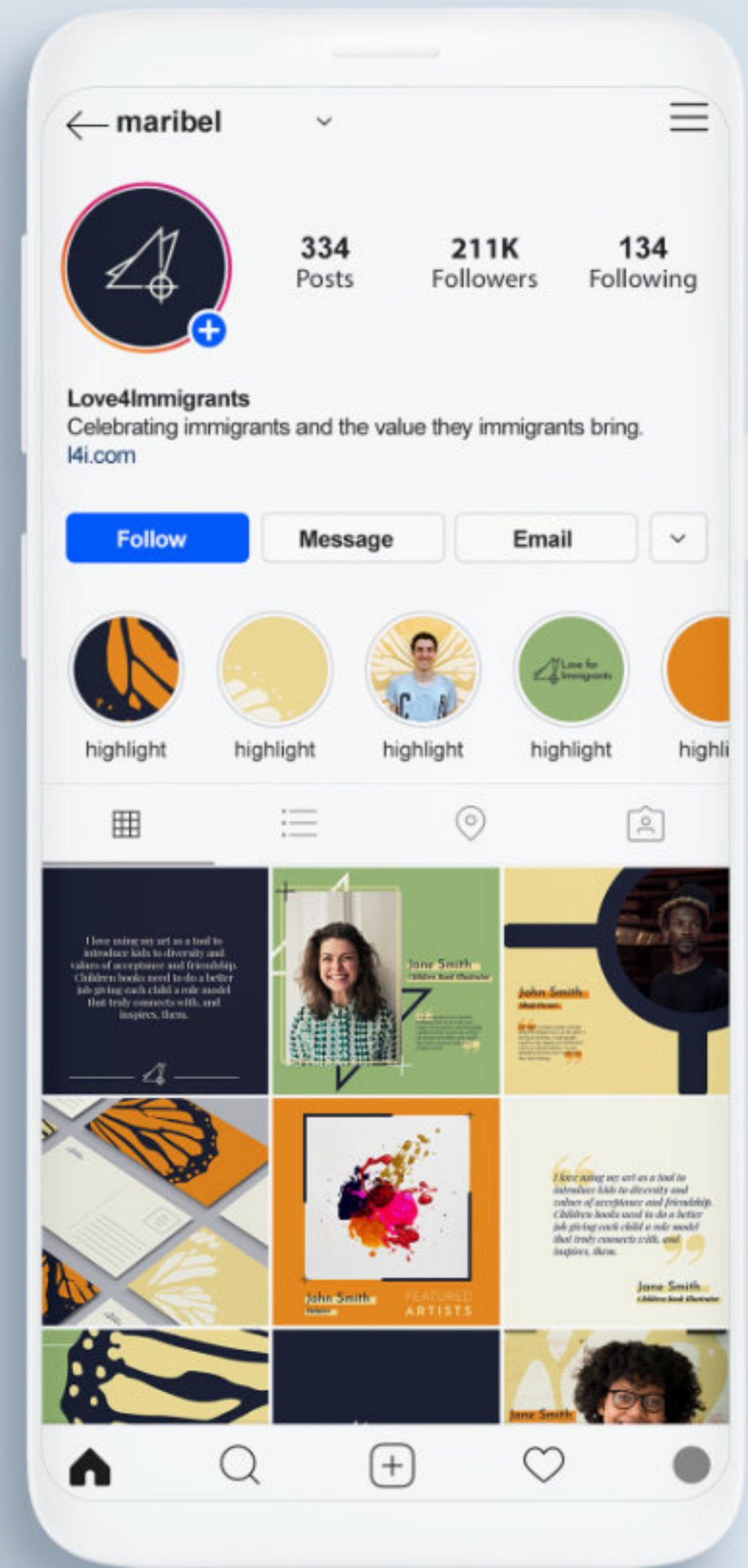
Compass

Symbolizing the journey, origin and destination of immigrants.



Number 4

From Love4Immigrants name and a symbol of giving and uniting the 4 directions



IRIS

FOR: **Iris - Palestine**
WITH: **EBRD**

Social Venture

Technology

Applications & Websites

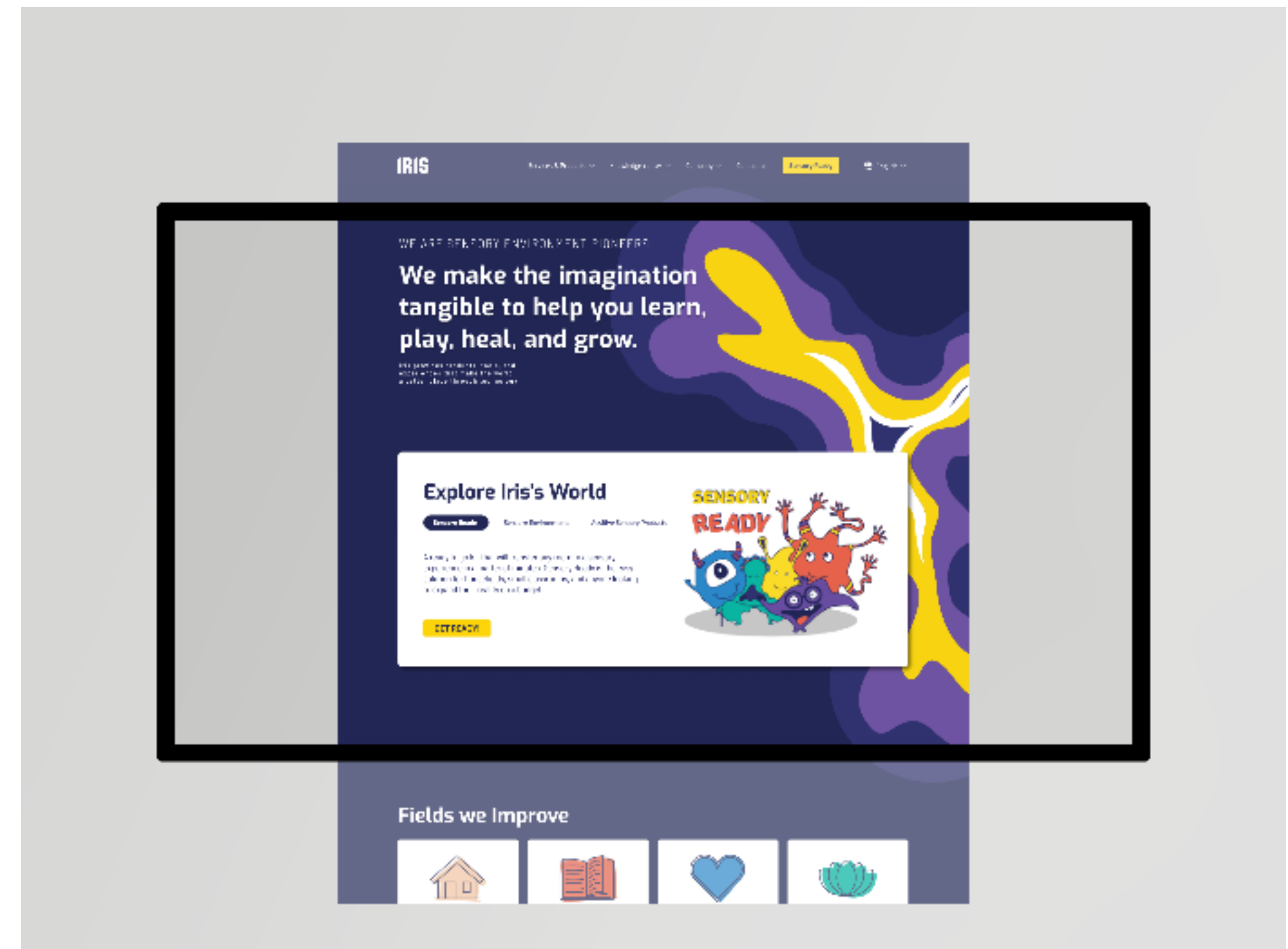
Dynamic Brand: Motion

Local

Iris [Previously **Iris Solutions**] is a Ramallah-based social venture that utilizes technology to enable and educate children of all needs and ages. The company produces sensory solutions and rooms, used across fields from education to rehabilitation to many others.

The main challenge in Rebranding Iris was in building an identity system that would liberate, instead of limit, the expression of the company. To allow it room for growth and change while it is on the verge of scaling up and pivoting. To express its innovative and techy nature but only as a background to its human focus and drive. This led to a motion-based dynamic identity that moves, flows, grows, and does it all in organic abstraction, in shapes that carry multilayered symbolism inspired by Iris, its history, and its roots.





MyCoach

FOR: **Peopletree Group - South Africa**
WITH: **GetBoarded - Portugal [Development Partner]**

Purpose-Driven Business

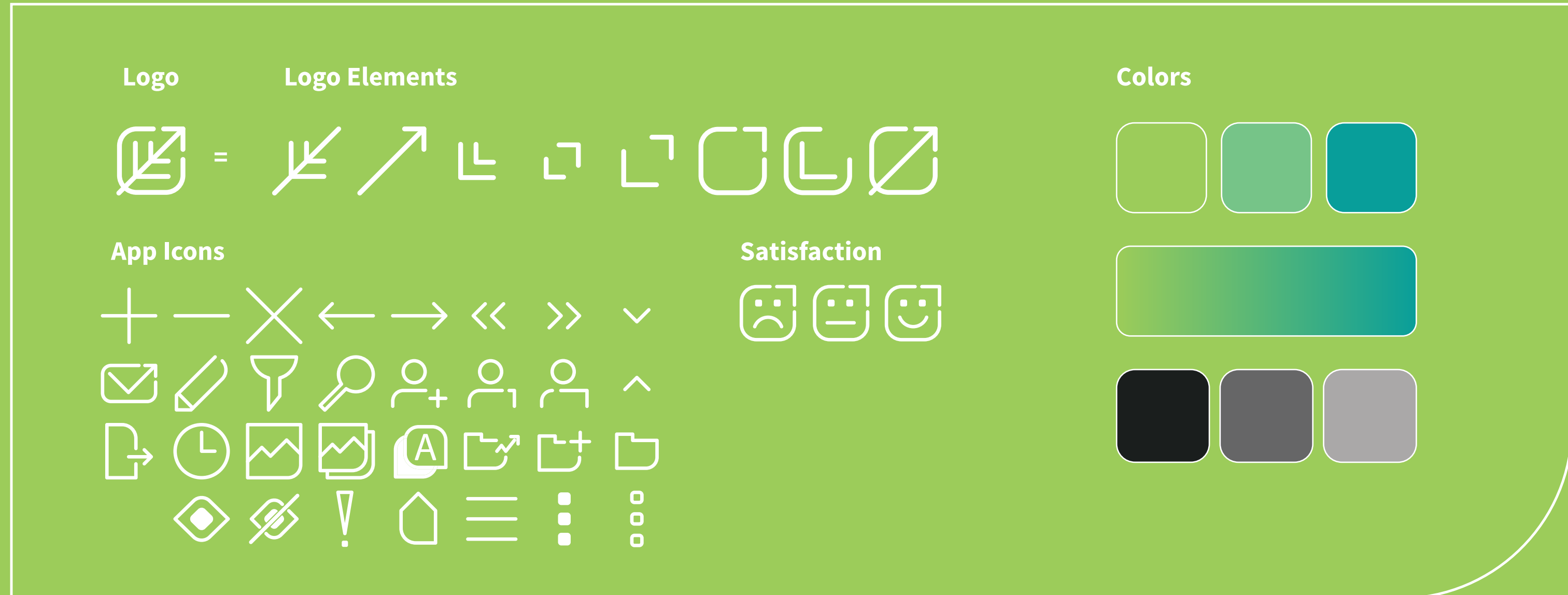
Technology

Digital Interaction

Applications & Websites

PeopleTree Group is a specialized provider of talent management tools and development coaching for human resources. They provide apps and services to other companies to help them invest in the development of their employees. Their latest offering, **MY COACH**, is a mobile-first web app designed to help track and manage the progress of trainees, their communication with their coaches, and their satisfaction with the process they are undergoing.

The app's main tasks are collecting feedback, visualizing progress, and providing support where needed as early as possible. While maintaining a connection to PeopleTree's other apps and services so the user can get maximum results with minimum effort.



MY COACH

Welcome, **Rey**
Time to view your progress!
Sunday, 5 Feb

Your Latest Stats

Balances work and life

65%	75%	85%
Relevancy	Progress	Motivation

See skill details

+ Add New Attribute

MY COACH

How would you rate your level for this attribute?
Knowing where your starting point is a step forward to your goal!

0 ————— 10
VERY GOOD 7

Next
Cancel

MY COACH

Adapting

Keeping an open mind

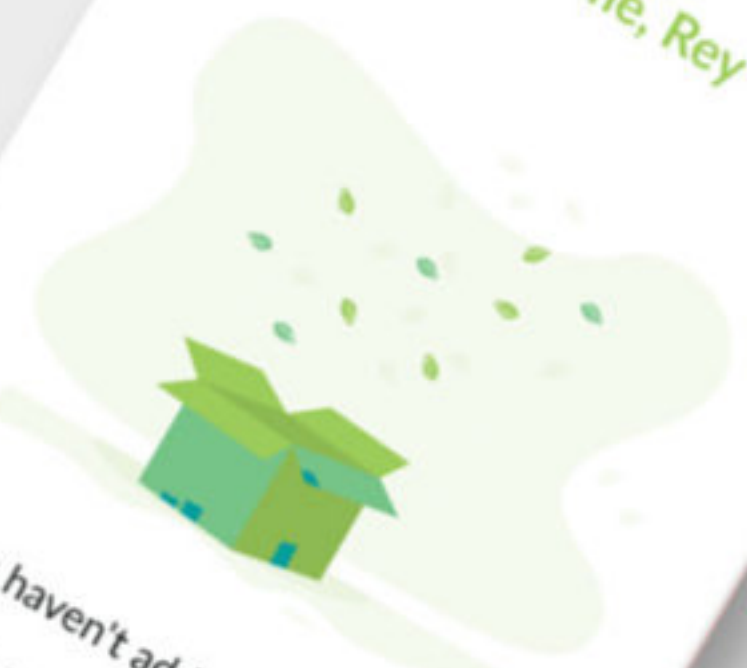
Being comfortable with uncertainty

Next
Cancel

MY COACH

- Home
- Send Feedback
- Add New Attribute
- My Profile
- My Coach Profile
- My Skills History
- Switch Language
- Log out

Welcome, Rey



You haven't added any skill yet
When you add skills, they will appear here

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MY COACH

Welcome, Rey



Feedback has been submitted successfully!
We're glad things are going well!
Keep up your best this year!
too!

**We love a challenge and always
take things above and beyond
to create the most interesting,
unique, and innovative solutions.**

The image features a dark teal background. On the right side, there are several overlapping geometric shapes: a large yellow semi-circle, a purple trapezoid, and a light blue trapezoid. In the bottom left corner, the text 'Reach out:' is written in a white, bold, sans-serif font.

Reach out:

info@thevalvestudio.com