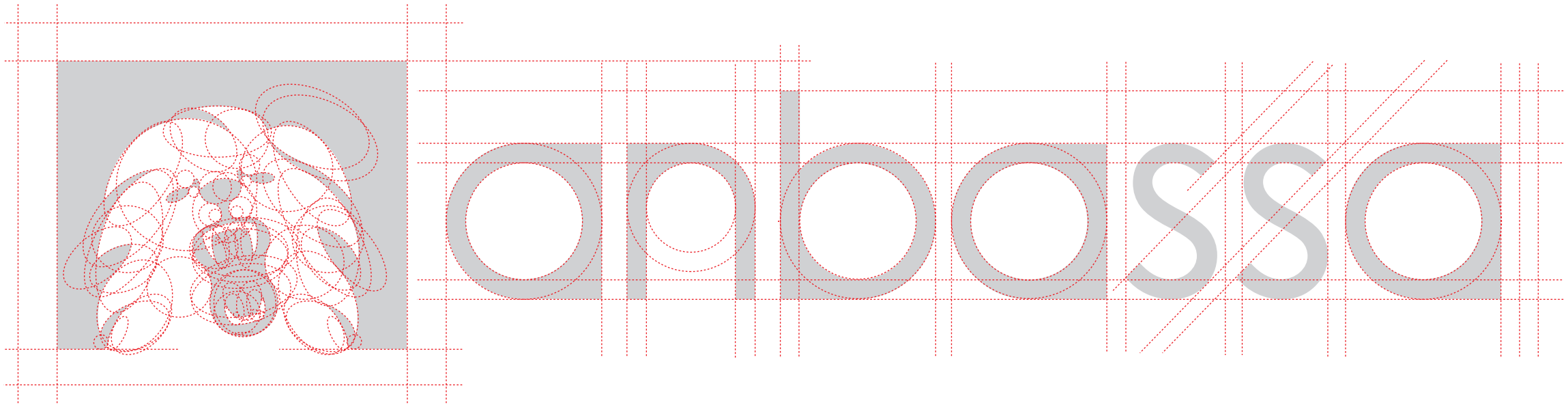
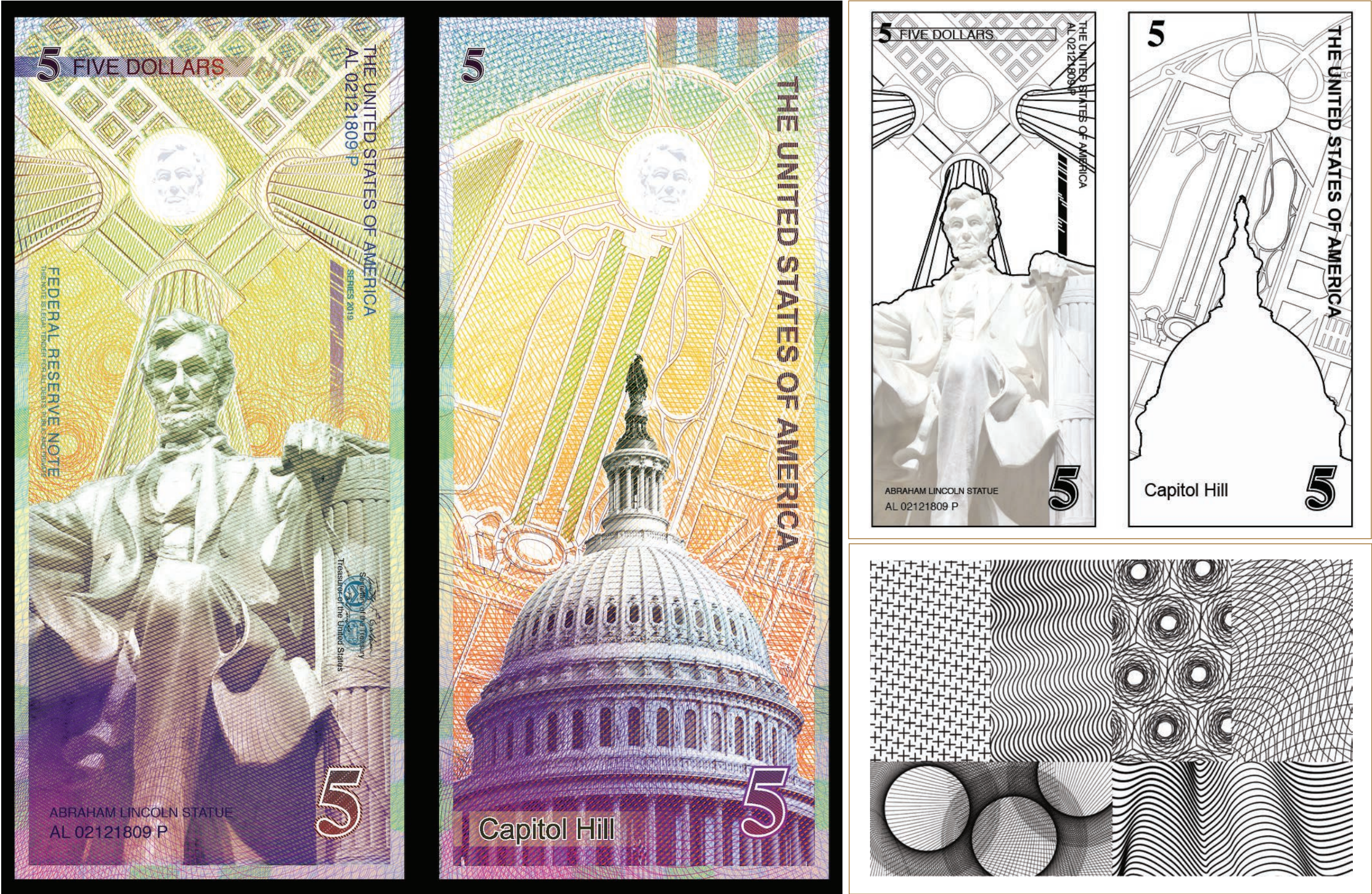




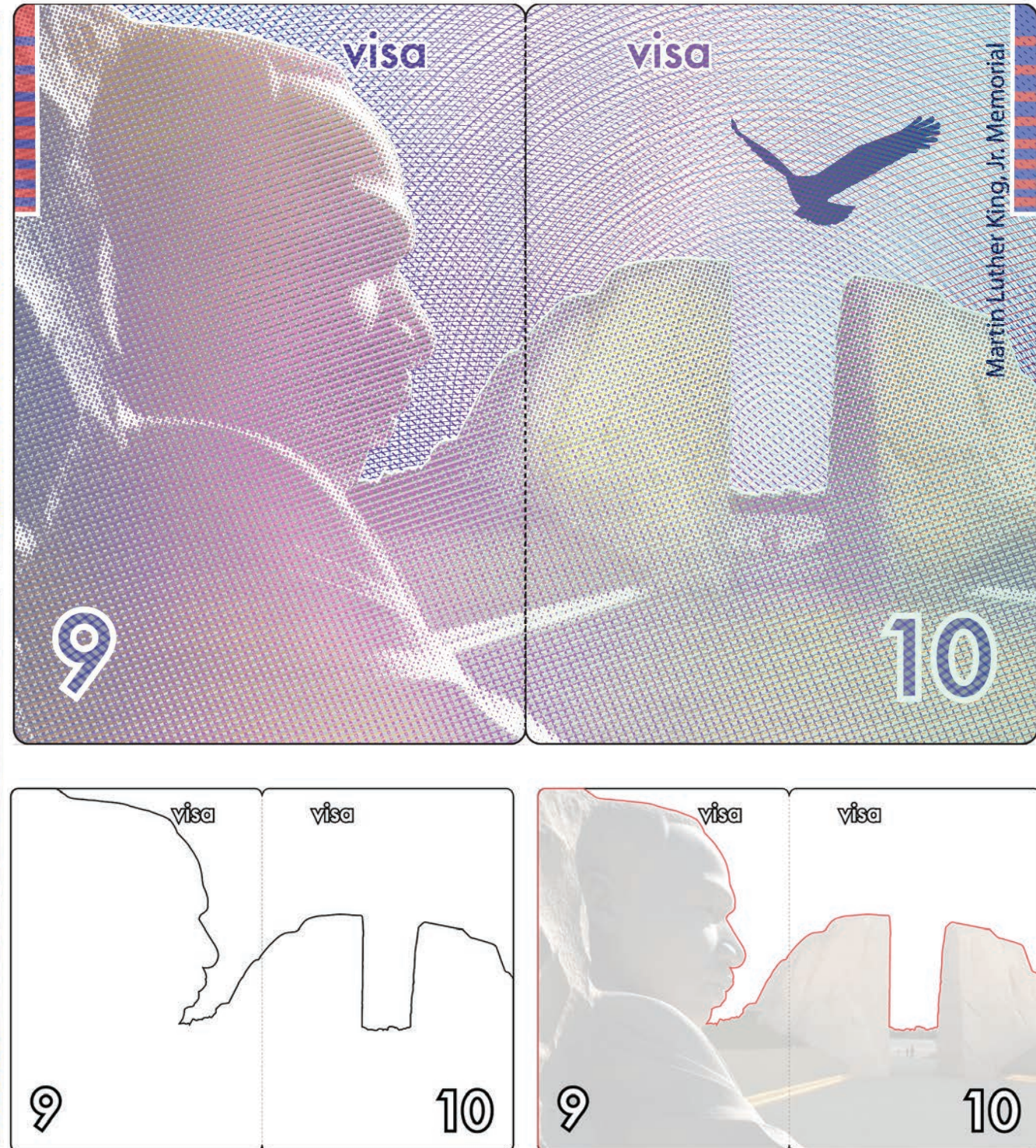
ABRAHAM ABEBE
abedesign12@gmail.com
www.anbassadesign.com

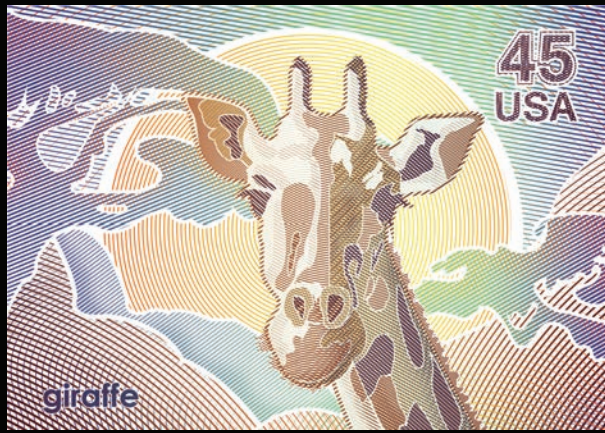
Portfolio

Security printing design is one of my current research interests. I redesigned the USA banknotes (1, 5, 10, 20, 50, 100). The ultimate goal of this project is to improve aesthetic quality of the banknote and reduce counterfeiting.

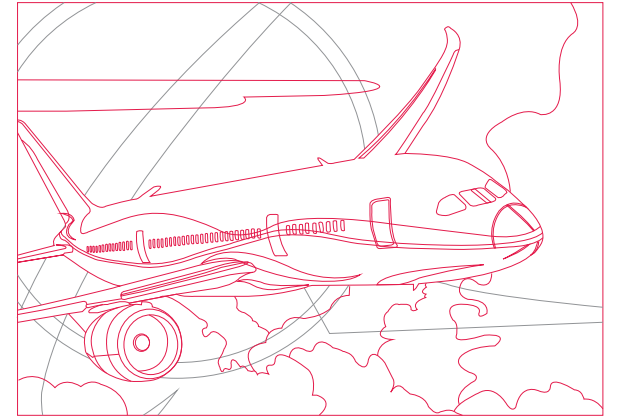
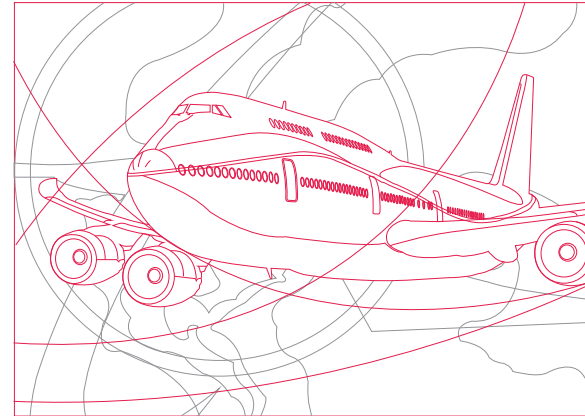


The USA Passport is the extended part of the security design research. Images show illustrated sketches of the early process and more advanced stage of digital engraving with multi layered security features.

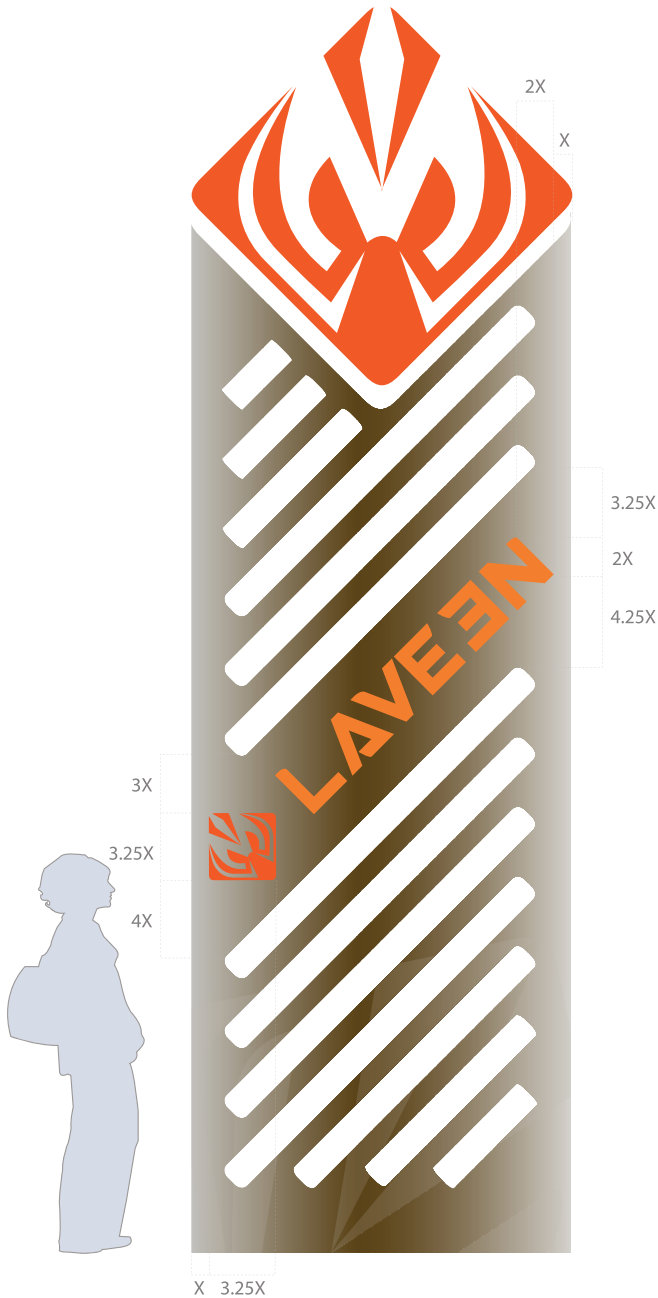




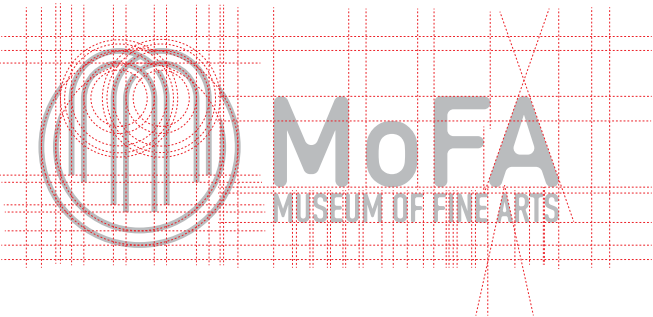
A case study on implementing security components in stamp design to enhance aesthetics, quality, and safety.



Case Study on Comprehensive
Brand Identity in the Hotel and
Hospitality Industry

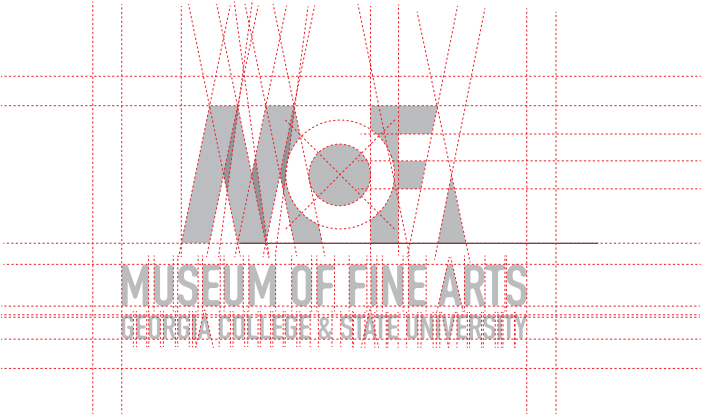


M +  +  +  = 



Museum of Fine Arts
Logo Identity

Logo design project for the Museum of Fine Arts (MoFA) at Georgia College. I explored different options to clearly reflect upon the identity of the museum through historical, cultural, and social significance.



Primary Logo

Logo Measurment & Clear Space

One Color Logo

Inverse One Color Logo

One Color Logo (Black)

Inverse One Color Logo (White)

Color Swatches

PANTONE 1505 C

C	M	Y	K
0	71.35	100	0
R	G	B	
255	107	0	
#	FF6B00		

PANTONE 1685 C

C	M	Y	K
30.51	81.82	95.38	31.98
R	G	B	
134	58	32	
#	863A20		

WHITE

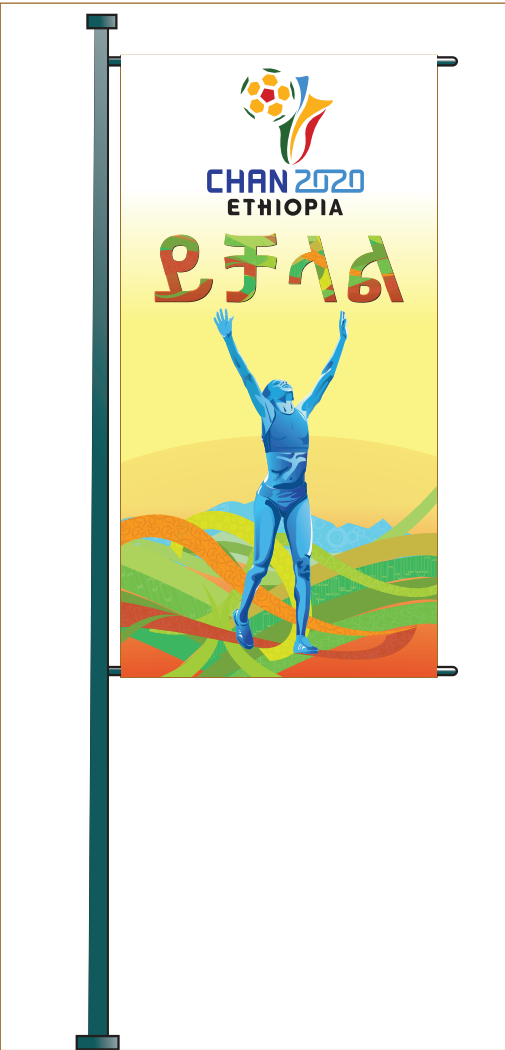
C	M	Y	K
0	0	0	0
R	G	B	
255	255	255	
#	FFFFFF		

BLACK

C	M	Y	K
69.53	67.19	63.67	73.83
R	G	B	
35	31	32	
#	231F20		

80% BLACK

C	M	Y	K
63.67	55.47	52.34	27.34
R	G	B	
89	90	92	
#	595ASC		



Logo (symbol & wordmark) configuration

Logo & typeface design proposal for African Cup of Nation (CHAN 2020). Host country, Ethiopia.

This project was developed as a proposal for CHAN 2020. I created a logo, brand advertising, and Latin and non-Latin (Ge'ez) typefaces.

I wanted to show the exploration of an Amharic word "yechalal", meaning "it is possible". Starting from this idea, I created the complete characters of the Ge'ez script.



አዲስ አበባ

ሳምንታዊ ህትመት፤ መጋቢት, ፲፬, ፳፻፲፮



፩

አዲስ አበባ ባለፉት ሳምንታት አንዲት አንደዋለች ጥልቅ ትንታኔ በማህበራዊ ነገሮችን አምድ ተጠናቅሮ ቁርቧል

፪

ኣለ የሰነ ጥበብና ዲዛይን ትምህርት ቤት የደህረ ምረቃ ተማሪዎች የመመሪያ ሰራን ለህዝብ ክፍት አደረገ

፫

የሰነድ ምስቶች የወጣቱን ቁልብ ከመሳብ አልፎ የጥበብ አፍቃሪዎችን የህልም መሳት አያምሉ እንደሆነ ተገልጿል

፬

የኢድዋን በዓል በደማቁ ለማክበር የሚደረገው ዝግጅት ኦለም ዓቁፍ ትኩረት እንዳለበ መምጣት ወጣቱን ይበልጥ እንዲሰላን አድርጎታል

ፍቅር የተራባ የመድረክ ተውኔት በብሔራዊ ቴክኑር ለህዝብ አይታ ቀረበ

ሙሉ ዘገባው በገጽ ፲ ይነበባል

ፀጋዬ ገብረ መድህን

ሎሬት ፀጋዬ ገብረ መድህን በዳ ተባላ በምትታወቁ አምቦ ከተማ በምትገኝ ተራራማ አካባቢ በወርሃ ነሐሴ 11ቀን 1928 ዓ.ም ተወለዱ። በአምቦ ማዕረግ ሐይወት ቀዳማዊ ኃይለሥላሴ ትምህርት ቤት ከዚያም ዲኔራል ዊንጌትና በአዲስ አበባ የነግድ ትምህርት ቤት በሰነድ ወሰኑን ትምህርታቸውን ተከታታይ። በግዕዝ፣ በአማርኛና በሱሮምጅ ያደጉት ጸጋዬ፣ የኋላ ኋላ ዓለም የደንቃቸውን ገጣሚ፣ ፀሐፊ ተውኔትና ባለቅኔ ሆኑ። ከዚያም በፔትሮን ብላክስቶን በሐግ ትምህርት ተመርቀዋል፤ በ 1952 ዓ.ም በላንደን ከተማ የቴክኒክ ትምህርታቸውን ደግሞ በሮያል ኮርት ቴክኒክና በፓሪስ ኮሚዲ ፍራንሴዝ ተከታታይ።

ባለቅኔው ሎሬት ጋሽ ፀጋዬ ገብረ መድህን ከተለያዩ ግጥሞች በተጨማሪ ከ 35 ተውኔት በላይ ደረሰል።

የዓለም ባለ ቅኔዎች አሥራ አምስተኛ ገብሯ፤ ፀጋዬ ገብረ መድንን በአገሩ ቋንቋና በእንግሊዝኛም ጭምር የበረከታቸውን ግጥሞች፣ ቅኔዎች እና ሌሎች የጥበብ ሥራዎችን በመመርመር ሥራዎቻቸውም የሰው ልጅን አኩልነት፣ ነፃነት፣ ወንድማማችነትና ፍቅር አበክረው የገለጡ መሆናቸውን ተረድቶ ባለ ቅኔ ሎሬት የሚያገኘውንና የተከበረውን ባለ ወይዘ ሀላላ የወርቁ አክሊል ሸልሟቸዋል።

ኢትዮጵያ የአስራ ሶስት ወር ጸጋ የሰው ልጅ መገኛ ቀደምት ሃገር

ዳግማዊ ምኒልክ የሸዋ ንጉሥ (፲፰፻፵፯-፲፰፻፹፱) እና የኢትዮጵያ ንጉሠ ነገሥት (፲፰፻፹፱-፲፱፻፱) ነበሩ። በአፍሪካ ሀገር ላይ ከገዛት በጣም ተወዳጅ ነገሥታት አንዱ፣ በ፲፰፻፹፰ ዘመናዊ ኢምፓየር ግዛት ለመፍጠር የሚያመራውን ሰፊ የማስፋፊያ ዘመቻ ጀመሩ። ደፋር እና ጃግና ተዋጊ ሲሆኑ፣ ሠራዊቱን በመምራት በጣሊያኖች የተቃጣውን የወረራ ሙከራ ለመመከት ቻሉ። ይህም ታላቅ ዝና እና ክብርን አስገኝላቸው። ዳግማዊ ዓፄ ምኒልክ ከአባታችው ከሸዋው ንጉሥ ኃይለ መለኮት ሣህሊ ሥላሴና ከእናታቸው ወይዘሮ አጃጋየሁ ለማ አድያም ቅዳሜ ነሐሴ ፲፪ ቀን ፲፰፻፴፮ ዓ፡ም። ደብረ ብርሃነ አካባቢ አንጎላላ ከሚባል ሥፍራ ተወልደው፤ በአንጎላላ መቅደላ ኪዳነ ምሕረት ቤተ ክርስቲያን ክርስትና ተሰሩ። የምኒልክ ቅድመአያቶች ከከ፩ኛው መቶ ክፍለ ዘመን ጀምሮ የሸዋን ግዛት ያስተዳድሩ ነበር። ዓፄ ተዋደሮስ የሸዋውን ንጉሥ ኃይለ መለኮትን ለማስገበር ሸዋ ገቡ። ሁለቱ መሪዎች ጦርነት ለመግጠም ተዘጋችተው ሲጠባበቁ ንጉሥ ኃይለ መለኮት ባደረገቸው ሐመም ምክንያት ህይወታቸው አለፈ። ልጅ ምኒልክም በዓፄ ተዋደሮስ ተማረኩ። በምርኮ ለአመታት ከቆዩ በኋላ በስተመጨረሻም አምልጠው ወደ ሸዋ ግዛት ተመለሱ። በጊዜው ሸዋን ከሚያስተዳድሩት ከአቶ በዛብህ ጋር ውጊያ ገጥመው በማሸነፍ የአባታቸውን ግዛት አስመለሱ። ዳግማዊ ምኒልክ ለዓመታት የጣሊያን ወራሪ ጦርን በመዋጋትና ግዛቶቻቸውን በማስፋፋት ታዋቂነትን አኑርፈዋል። ኢትዮጵያን በማዘመንም የሚታወቁ እና ፍትሃዊ እና ደግ ንጉስ በመሆናቸው በብዙዎች የተከበሩ ነበሩ።

ሙላቱ አስታጥቁ

ሙላቱ አስታጥቁ አነጋፋ ኢትዮጵያዊ መዘቀፍ ሲሆን ኢትዮ ጃዝ የተባለውን የመዝቃ ሰልት በመፍጠር የኢትዮጵያን የጃዝ መዝቃ ዕድገት ከፍተኛ ደረጃ ላይ ያደረሰ ሰው ነው። ሙላቱ በዚህ ሥራው ከመወደዳና ከመደባቀም ሌላ በዓለም ላይ ብዙ የኢትዮ ጃዝ አፍቃሪዎችን አፍርቷል። በሥራውም የአብራውዝ ግራንት አስፍሬ ሆኗል።

በሾሮሜዳ

የጥበብና የሰነ ጽሁፍ ማዕከል አየተዘጋጃ ለህትመት የሚቀርብ ጋዜጣ

ኖቬምበር ኢትዮጵካ November Ethiopic

typotheque.com

Newspaper spread design using the new Ethiopic typeface that is being developed under the Typotheque Type Foundry.

Glyphs construction of Ethiopic writing system based on the broad brush calligraphy construction



መግቢያ
Gates

→

→

A¹⁻⁸

B¹⁻²⁵

C¹⁻⁹

ተርሚናሎች
Terminals

12

ዓለም አቀፍ በረራ
International Flight

መሸጋገሪያ | Transfer

←

✈

የሀገር ውስጥ በረራ
Domestic Flight

+

የመጀመሪያ እርዳታ
First Aid

↙

↕

አሳንሰር
Elevator

♂

♀

♿

መጽዳጃ ቤት
Toilet

↑

🧳

🪑

🛖

መውጫ
Exit

↕

↗

♿

→

ሜትሮ
Metro

🚇

B

D

F

↕

አውቶቡስ
Bus

🚌

1

3

→

ታክስ
Taxi

🚗

↙

✈ በረራዎች Departures							አዲስ አበባ ቦሌ አለም አቀፍ አየር ማረፊያ Addis Ababa Bole International Airport		
ጊዜ Time	በረራ Flight	መድረሻ Destination	መሳፈር Board	መግቢያ Gate	አስተያየት Remark	የአየር ሁኔታ Weather			
15:45	ET 1837	London	15:41	D24	BRD CLOSED	አዲስ አበባ Addis Ababa ☀ 26°			
16:00	QTR 2165	Doha	15:41	B8	BRD CLOSED				
16:15	EZY 1924	Frankfurt	15:45	A16	LAST CALL	Nairobi ☀ 26° Dubai ☀ 42° Amsterdam ☁ 16° New York ☁ 9° Kingston ☁ 18° Bogota ☀ 22° Bombay ☀ 17° Tokyo ☁ 14° Hawaii ☁ 5°			

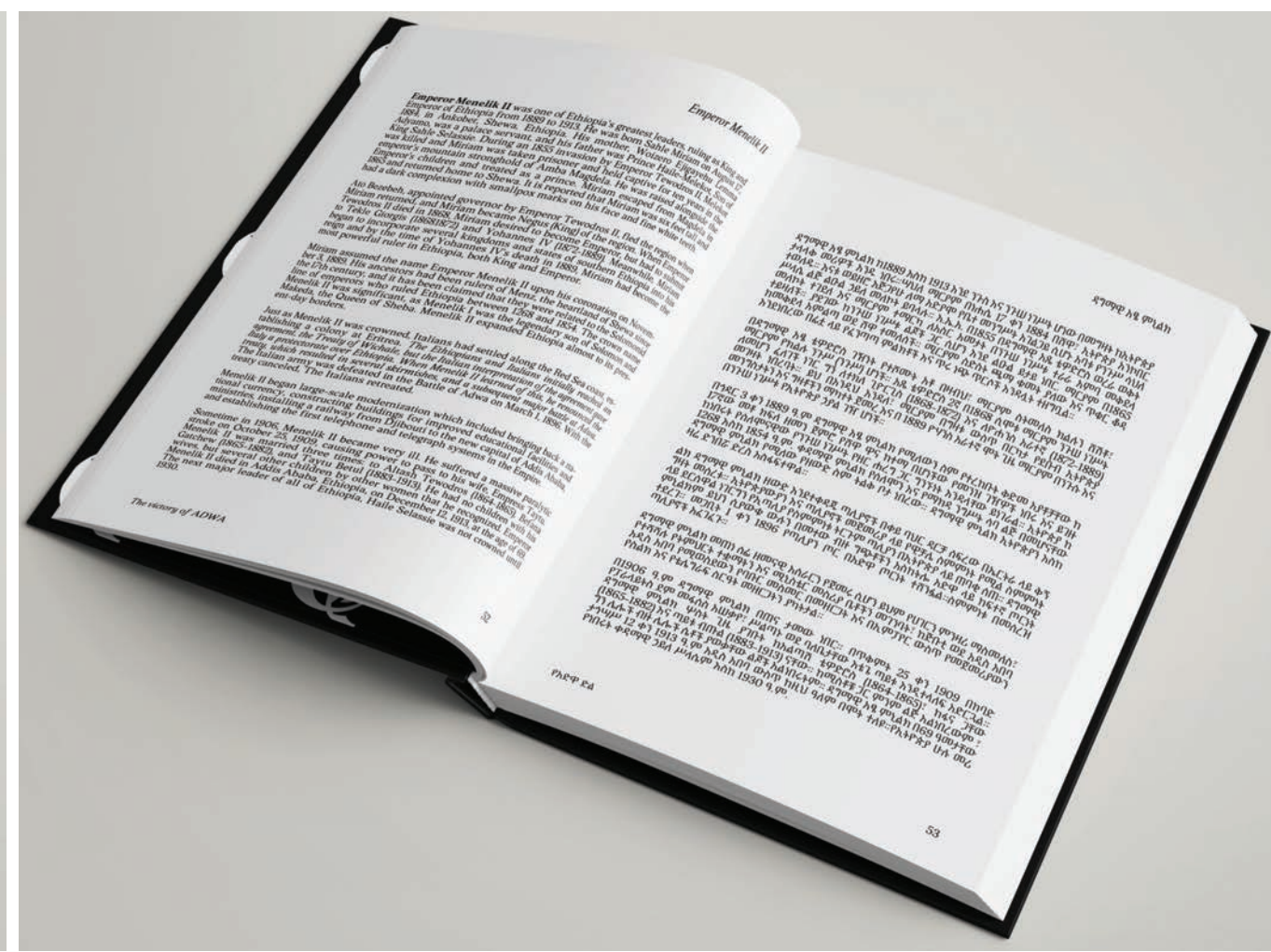
			16:20	MT 1458	Beijing	15:58	D7	BOARDING				
16:20	AEA 2612	Rio de Janeiro	15:58	B10	BOARDING							
16:35	KEN 264	Sydney	16:05	A39	CANCELLED							
16:45	SA 7943	Johannesburg	16:10	C5	DELAYED							

“Axum”, a multilingual (Ethiopic and Latin) typeface used for the wayfinding system to create consistency across different writing systems.



"Axum" and "Menelik" are multilingual typefaces, incorporating both Ethiopic and Latin scripts, designed for use in digital and print publications.

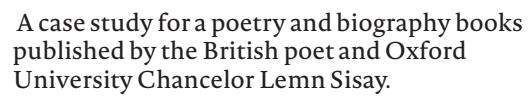




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Informal

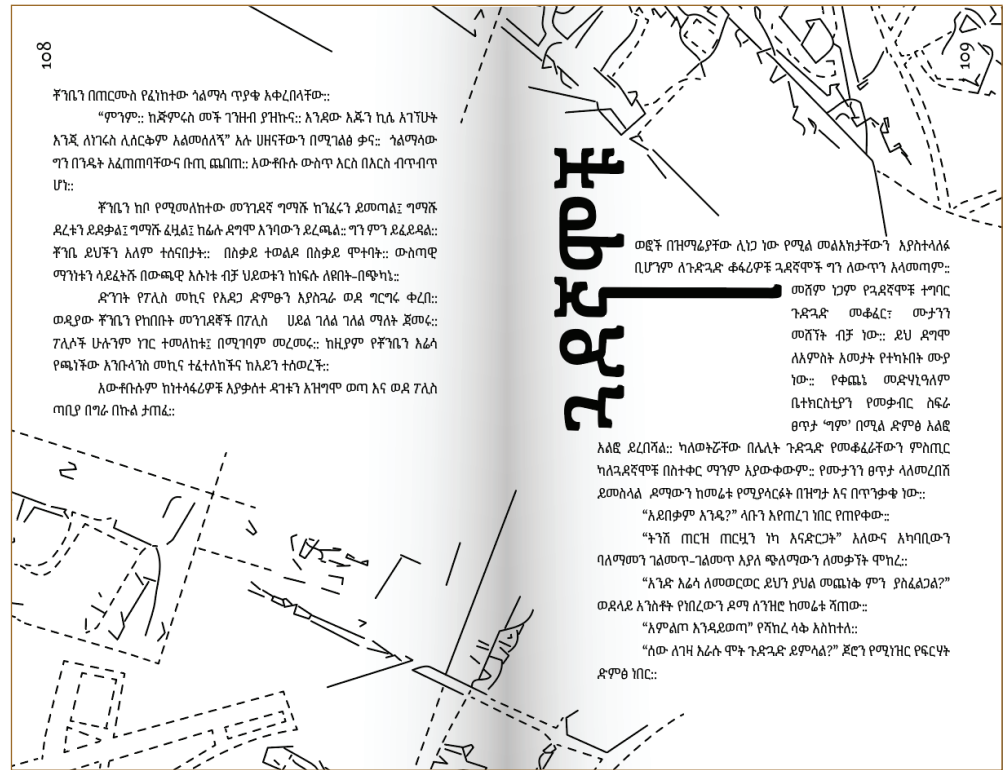
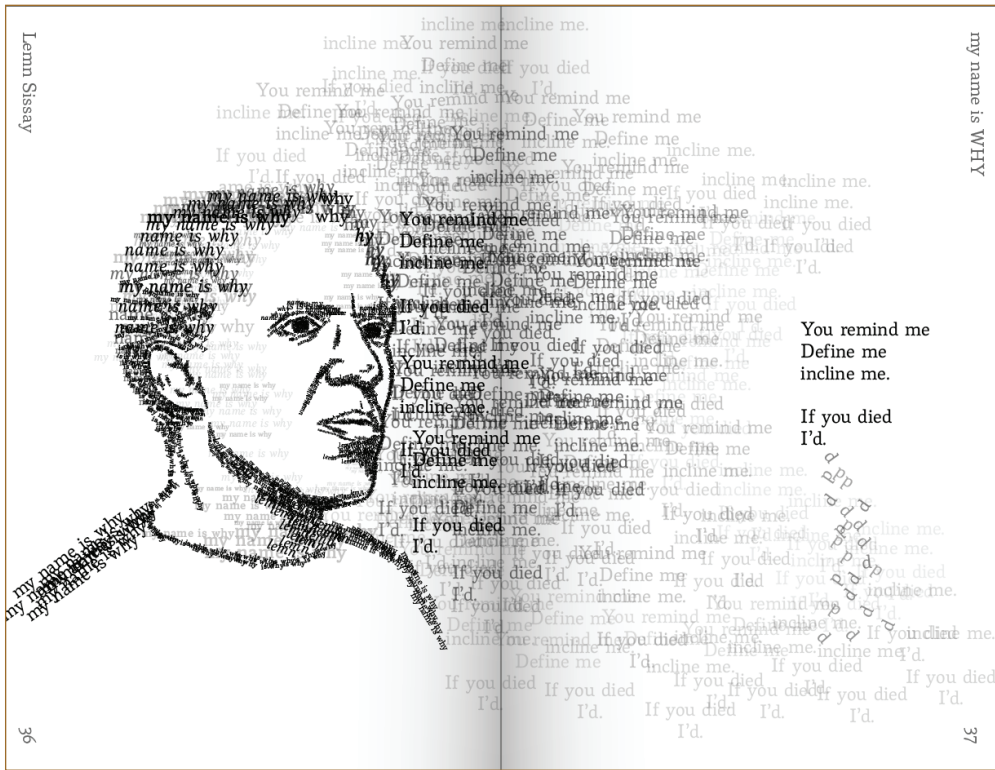
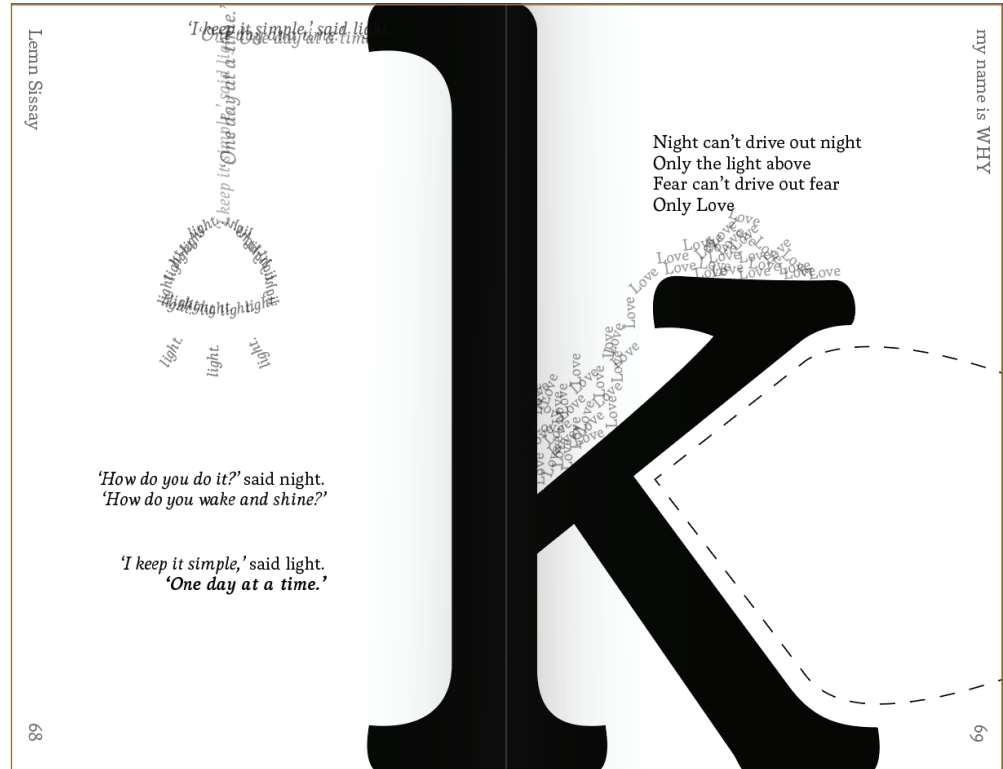
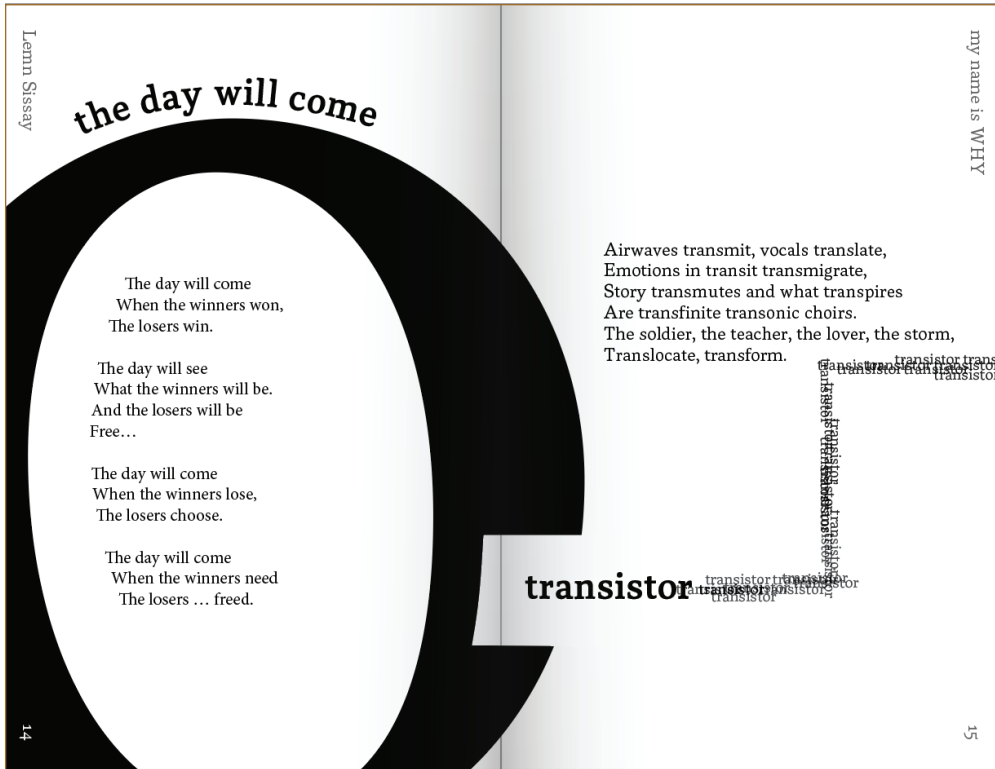
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Z À Á Â Ã Ä Å È É Ê Ë Ì Í Î Ï Ñ



“Godana” a multilingual (Ethiopic and Latin) typeface was designed for the purpose of print and digital publication.

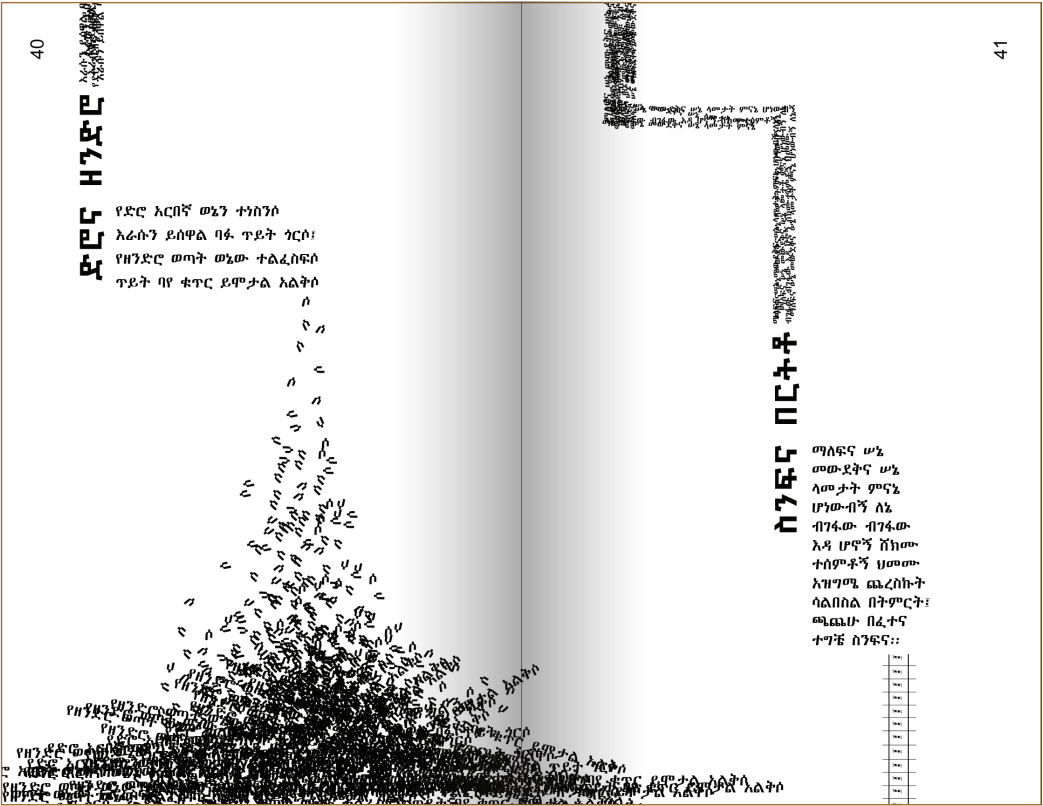
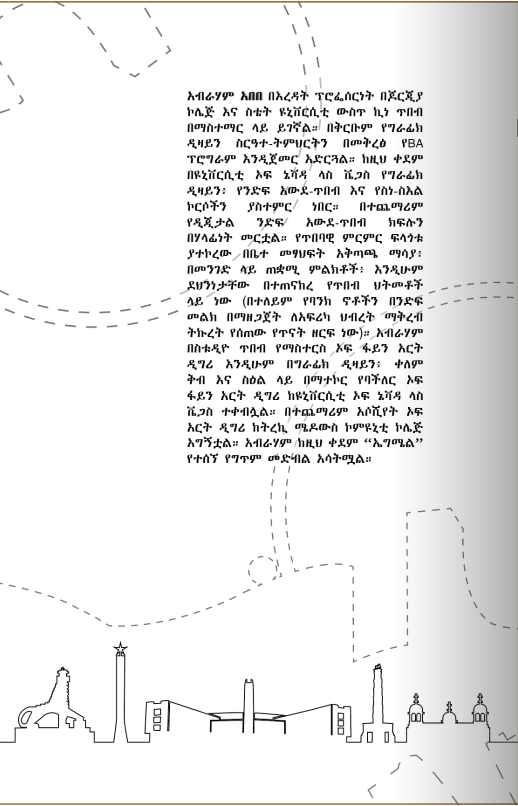
Experimental typography
composition for poetry and
short story. Sample of
spread from the book

“Godana” a multilingual (Ethiopic and Latin) typeface was designed for the purpose of print and digital publication.

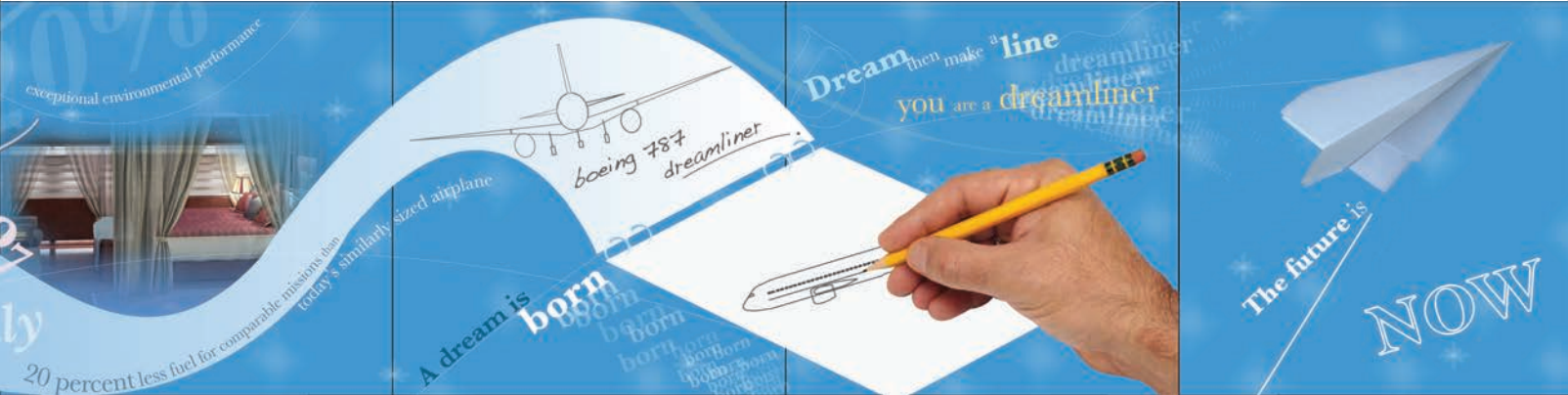
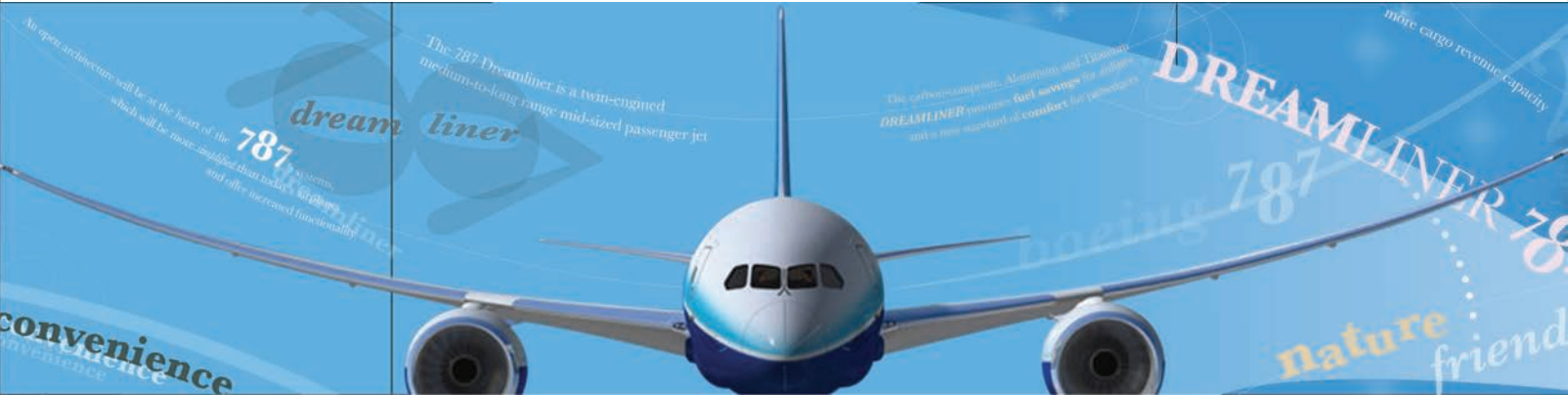


Publication design for the book titled “Professor Fuzo: Poems and Short Stories”.

“Adwa” a multilingual (Ethiopic and Latin) typeface was designed for the purpose of print and digital publication.



Accordion style expressive typographic arrangement that narrates the transformation of the Dreamliner 787 developed and manufactured by Boeing Commercial Airplains.





Instalation view from my solo show “Ethiopic: Writing System of Africa” at the Leland Gallery



Instalation view from my solo show “eMERGENCY” at the Macon Arts Alliance.



Sample of acrylic and oil paintings that I have been exploring since 2016.

More of the paintings can be found on my website.

Sample of
cityscape
paintings
using oil on
canvas and
panel.

More of the
paintings can
be found on
my website.





“The Spirit of Macon” and “The Spirit of Macon II”, a large and connected mural that I painted at the historic terminal station in downtown Macon



Thank You.

For more samples of my work visit
www.anbassadesign.com